Eden Project International

EDEN PROJECT NORTH

Interim Travel Plan



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1 INTRODUCTION

1.1 OVERVIEW

1.1.1. WSP have been instructed by Eden Project International Ltd (EPIL) to provide transport and highways advice in support of a planning application for the proposed development of Eden Project North (EPN) in Morecambe, Lancaster.

1.1.2. The red line boundary of the site extends to circa 4.58 hectares and comprises land situated to the north and west of Morecambe Town Centre as shown in Figure 1-1.

Figure 1-1 - Site Location



1.1.1. The planning application will seek full planning permission for the following development:

"Demolition of existing buildings and proposed construction of major mixed leisure development in association with Eden Project (including use classes E, F1 and F2 and Sui Generis) comprising the erection of 4 connecting buildings, public realm and landscaping works, and associated infrastructure and engineering operations"

1.1.2. The following maximum development parameters have been set for the development and the Environmental Impact Assessment (EIA) will be prepared on this basis:

- Maximum building height of 37.3m AOD;
- Maximum building footprint of 18,000sqm (GEA);
- Maximum visitor numbers of 1 million per annum with an estimated average of 760,000 per annum. There will be timed ticketing to control visitor flows. The proposed development has

been designed to accommodate a maximum of 4,000 visitors per day. Feasibility studies indicate an estimated average of 100 days per annum of up to 3,750 visitors; 200 days per annum of up to 2,500 visitors; and 60 days per annum of up to 1,250 visitors. There will be a maximum of 750 visitors per hour accessing the site.

- Maximum core hours of operation (main site):
  - Daily: 09:00 – 21:00
- Maximum hours of operation (main site – summer time):
  - Daily: 09:00 – 00:00
- Maximum 6,000-person capacity outdoor arena to host up to 8 late evening events per calendar year (summer months only) during the following hours:
  - 18:00 – 00:00 (music finishing at 23:00)
- A canopy-like structure primarily to provide weather protection for visitors plus flexible spaces that can potentially accommodate Class E food and beverage and retail outlets, house renewable energy technologies and/or provide sheltered cycle parking.

1.1.3. Within these maximum parameters, the proposed development will comprise development within Use Classes E, F1 and F2 and Sui Generis.

1.1.4. The apportionment of the floorspace per Use Class is set out in the submitted Schedule of Accommodation.

1.1.5. A copy of the Site Layout Plan has been included at Appendix A.

1.1.6. No development will take place outside the site's red line boundary (Figure 1-1) as part of these proposals with the exception of highway works on Marine Road Central as described in the Transport Assessment (TA); works which would be subject to separate approval under s278 of the Highways Act 1980. EPIL will work with Lancaster City Council (Lancaster CC) and Lancashire County Council (Lancashire CC) to secure future enhancements as part of the wider transformation of the local area.

1.1.7. An indicative opening year for the development has been given as spring 2024. The site is anticipated to be built over approximately a 2-year period.

1.2 BACKGROUND

1.2.1. The Eden Trust was established in 1994 as an educational charity and social enterprise. Eden Project's mission is to connect people with each other and the living world, exploring our dependence on it and highlighting the threats that it faces in an exciting and engaging way.

1.2.2. The Eden Project in Cornwall stands as a global beacon of regeneration, transforming a former china clay quarry into a world class, unique and awe-inspiring visitor destination.

1.2.3. Twenty years on, Eden Project is creating new beacons of hope and transformation around the world and aiming to set a new precedents for what a visitor destination should be.

1.2.4. The proposed development site is identified by Lancaster CC as a Development Opportunity Site. The site is known as the Seafront Headland, Central Promenade.

1.2.5. The site falls within the Morecambe Conversation Area and close to a number of designated heritage assets.

1.2.6. WSP have provided pre-application transport and highways advice to EPIL over the last two years. This has included support in preparation of the Outline Business Case (OBC) submitted to HM Government in September 2020.

1.3 EDEN PROJECT (CORNWALL)

1.3.1. The proposed development is built upon the EPIL experience of successfully running Eden Project (Cornwall) for over 20 years. The extensive knowledge and experience gained from this has been applied to the design of the proposed development.

1.3.2. However, it should be noted that whilst Eden Project (Cornwall) is the most similar major leisure attraction to the proposed development, using it as the sole benchmark is not considered to be appropriate. This is because Eden Project (Cornwall) sits within a low population density region and benefits from significant adjacent land to continue developing and incorporating new solutions, whereas the proposed development is to be located in a town centre location, within an urban environment and a clearly defined site area.

1.3.3. Therefore, the Eden Project (Cornwall) has been carefully used as a benchmark, alongside many other leisure attractions across the UK to inform the Transport Strategy of the proposed development as set out in more detail in the following chapters.

1.4 SCOPE AND METHODOLOGY

1.4.1. A comprehensive process of statutory and non-statutory stakeholder engagement has been undertaken by WSP over the last 28 months, including:

- Lancashire County Council (Highways, Traffic, Infrastructure, Parking and Public Transport teams);
- Lancaster City Council (Parking, Economic Growth and Regeneration and Planning teams);
- Highways England;
- Sustrans;
- Network Rail;
- Northern Railway;
- Avanti West Coast;
- SLC Rail (Lancaster CC rail consultants);
- Stagecoach;
- The Long Distance Walkers Association;
- Genecon (authors of the Outline Business Case);
- Planning Solutions Consulting Limited (Leisure Consultant);
- Trivandi (Project Manager);
- Grimshaw (Architect),
- TEP (Landscape Architect);
- Buro Happold (Civil Engineering); and
- WSP (different disciplines).

1.4.2. Since April 2019 WSP has undertaken a series of key documents and milestones that have helped in the production of this Travel Plan (TP) as set out below:

- Environmental Impact Assessment Transport Scope (June 2019);
- Initial Visitor and Employees Trip Generation and Distribution Technical Note (August 2019);
- Transport Group Meeting where the proposed methodology was presented. This was held on 12/09/2019 and the following stakeholders attended:
  - Lancashire County Council (Highways, Traffic, Infrastructure, Parking and Public Transport teams);
  - Lancaster City Council (Parking, Economic Growth and Regeneration and Planning teams);
  - Highways England;
  - Atkins (Highways England consultant)
  - Network Rail;
  - Northern Railway (invited, did not attend this first meeting);
  - SLC Rail (Lancaster CC rail consultants);
  - Stagecoach;
- Engagement with Lancashire CC (Highways, Traffic, Infrastructure, Parking and Public Transport teams);
- Engagement with Lancaster CC (Parking, Economic Growth and Regeneration and Planning teams);
- Two-day site visit to Eden Cornwall to understand existing transport strategy and logistic operations (February 2020);
- Engagement with multiple stakeholders as summarised above;
- Support to the Outline Business Case;
- Transport Assessment Scope (April 2021);
- Developed the EPN Transport Strategy; and
- Developed the EPN Parking Strategy;

1.4.3. A summary of the relevant minutes is included at Appendix B.

1.5 PURPOSE OF A TRAVEL PLAN

1.5.1. A Travel Plan (TP) is a site-specific strategy and action plan for managing multi-modal access and travel to a site or development which focuses on promoting travel by sustainable and active modes of transport. Travel Plans are concerned with changing the travel behaviours of site users to reduce the number and length of motorised journeys and increase travel by walking, cycling and public transport.

1.5.2. This is a site-specific TP for the proposed development which outlines the following:

- Methods proposed to reduce the number of employees and visitors travelling to and from the site by car;
- Timescales for surveying employees and visitors travel patterns following occupation of the site; and
- The measures that will be used to monitor the effectiveness of the Travel Plan in its objective to reduce the volume of private car trips to the site.

1.6 TYPE OF TRAVEL PLAN

1.6.1. In reference to 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (GPG) by the Department for Transport (DfT) 2009, there are five types of Travel Plans, which include: Full; Interim; Framework; Statement; and Area-wide plans.

1.6.2. Employees and visitors arising from the development proposals cannot be surveyed at this time to determine the baseline accessibility requirements, as all individuals and their potential travel patterns highlighted in the TA cannot be predicted with total certainty currently unknown. Consequently, an Interim Travel Plan (ITP) is appropriate for the proposed development at this stage in the planning process.

1.6.3. However, it would be beneficial to capture a comprehensive baseline travel situation which includes all future employees to ensure an effective Full Travel Plan (FTP) can be implemented once the development has fully opened.

1.6.4. It is proposed that this ITP will be extended to a FTP within **six** months of full occupation.

1.6.5. This timescale follows national guidance outlined in the GPG. This ITP outlines the majority of the requirements of a FTP and outlines a commitment to assist in delivering an effective FTP for the site.

2 BENEFITS OF A TRAVEL PLAN

2.1 BENEFITS OF A TRAVEL PLAN

2.1.1. Whilst this document does not suggest there are specific issues with any of the below topics which need to be addressed, there are still numerous benefits that can arise from implementation of a Travel Plan at the proposed development. The potential benefits are addressed in the following sections.

2.1.2. Benefits for future employees and visitors include further improvements to the following:

Safety, Health and Wellbeing

- Further improvements to road safety in the local area by reducing vehicle traffic from the site;
- Contribution to healthier lifestyles of employees and visitors by increasing active travel;
- Further improve social inclusion by reducing reliance on car travel for employees and visitors; and
- Contribute to sustainable and vibrant communities in the local area by reducing car use.

Accessibility

- Provide even greater choice of travel for employee and visitor journeys for greater flexibility, improved mobility and meeting access needs;
- Assist with identifying and removing any possible barriers to walking and cycling;
- Continue to ensure that the wider town centre caters for those with mobility difficulties; and
- Further reduce the pressure on the local highway capacity and parking availability, especially at peak times.

2.1.3. Benefits for the local environment include the following:

- Contribute to a reduction in traffic congestion in the local area, particularly at peak times;
- Reduce carbon emissions by lowering vehicle numbers and lowering congestion; and
- Contribute to air quality and noise pollution targets by reducing the volume of car trips to the site and congestion to the site.

2.1.4. Other benefits include:

- Corporate responsibility[1];
- Increase in travel choices;
- A more accessible site;
- Financial savings (both corporate and personal); and
- Better time management.

[1] In line with Eden Project's Sustainability Mission (https://www.edenproject.com/mission/about-our-mission/our-mission-sustainability)

3 PROPOSED DEVELOPMENT

3.1 PROPOSED DEVELOPMENT

3.1.1. Eden Project North represents once in a lifetime opportunity for a major leisure development that will have a significant regeneration impact in Morecambe and Lancaster, Lancashire and the wider North-West region.

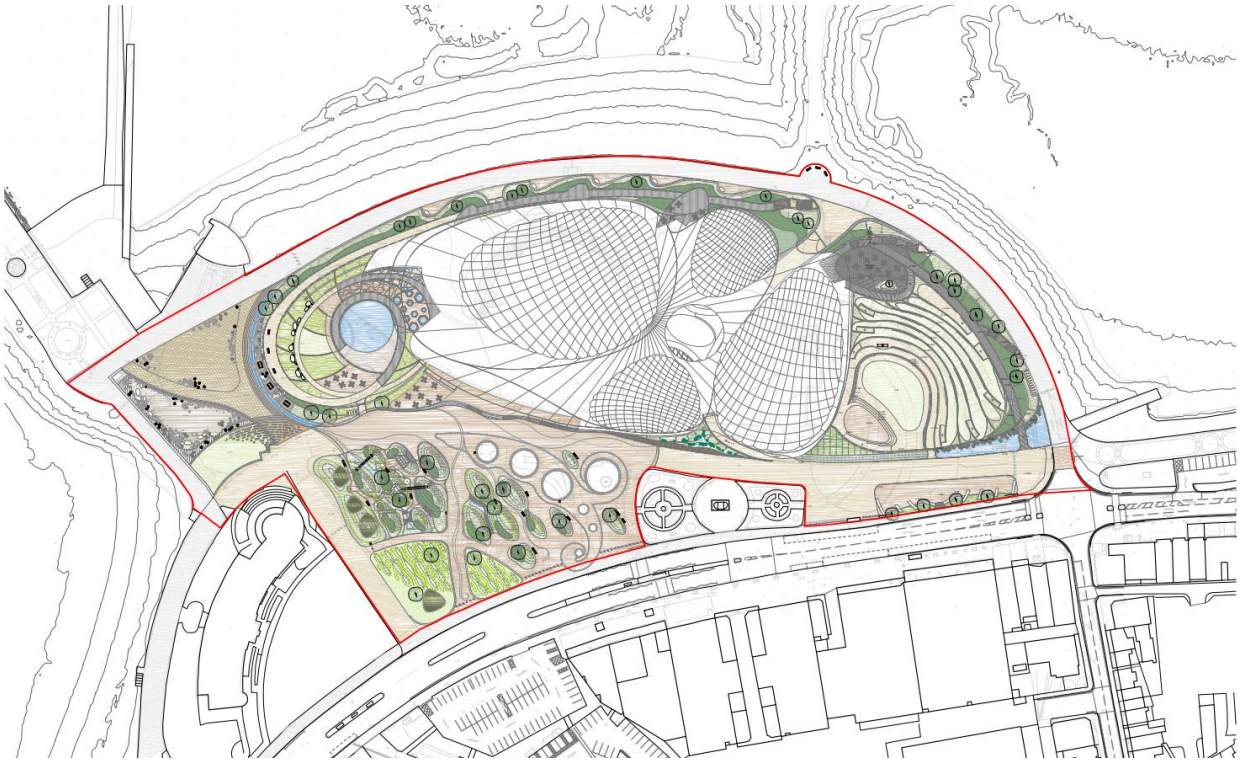
3.1.2. The proposed development (Figure 3-1 and Appendix A) will comprise development within Use Classes E, F1 and F2 and Sui Generis;

3.1.3. The following maximum development parameters have been set for the development and the Environmental Impact Assessment (EIA) has been prepared on this basis:

- Maximum building height of 37.3m AOD;
- Maximum building footprint of 18,000sqm (GEA);
- Maximum visitor numbers of 1 million per annum with an estimated average of 760,000 per annum. There will be timed ticketing to control visitor flows. The proposed development has been designed to accommodate a maximum of 4,000 visitors per day. Feasibility studies indicate an estimated average of 100 days per annum of up to 3,750 visitors; 200 days per annum of up to 2,500 visitors; and 60 days per annum of up to 1,250 visitors. There will be a maximum of 750 visitors per hour accessing the site.
- Maximum core hours of operation (main site):
  - Daily: 09:00 – 21:00
- Maximum hours of operation (main site – summer time):
  - Daily: 09:00 – 00:00
- Maximum 6,000-person capacity outdoor arena to host up to 8 late evening events per calendar year (summer months only) during the following hours:
  - 18:00 – 00:00 (music finishing at 23:00)
- A canopy-like structure primarily to provide weather protection for visitors plus flexible spaces that can potentially accommodate Class E food and beverage and retail outlets, house renewable energy technologies and/or provide sheltered cycle parking.

3.1.4. Within these maximum parameters, the proposed development will comprise development within Use Class E, F1 and F2 and Sui Generis.

Figure 3-1 - Proposed development



3.2 SEASONALITY AND VISITORS

3.2.1. EPN will be a time controlled and advance booking major leisure attraction where the number of visitors per day and hour will be limited as set out in Table 3-1. These figures have been reported after numerous feasibility studies carried out by EPIL and the appointed leisure consultant Planning Solutions Consulting Limited (PSCL).

Table 3-1 – Seasonality and visitors

Season	Maximum Days / Year	Maximum Visitors / Day	Absolute Maximum Visitors / Hour	Predicted maximum Visitors / Hour
Peak	100	3,750	750	~600
Inter Peak	200	2,500	750	~500
Off Peak	60	1,250	750	~400

3.2.2. The predicted maximum visitors per hour is the optimum number of visitors entering the proposed development to ensure the optimum visitor experience. Although the building has been designed to accommodate a maximum entry flow of 750 visitors per hour, the visitor experience would be enhanced when the predicted maximum is not exceeded.

3.2.3. Figure 3-2 below represents a typical year seasonal calendar. It shows where peak, inter peak and off peak days are likely to occur, based upon experience from Eden Project (Cornwall).

3.2.4. As it can be seen, the 100 peak days will occur on summer holidays, school holidays, bank holidays, summer weekends, school holiday weekends and bank holiday weekends. It is important to note that for two thirds of the year, a maximum of 1,250 to 2,500 visitors per day will be attracted by the development proposals.

3.2.5. It should be noted that not all 100 peak days are likely to attract 3,750 daily visitors. There will be *'super peak days'* within the peak season which attract up to 3,750 daily visitors, but many of the 100 peak season days will attract much less than 3,750 daily visitors.

Figure 3-2 - Typical year seasonal calendar

January

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1*	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Feburary

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

March

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19*	20	21
22*	23	24	25	26	27	28
29	30					

May

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6*	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27*	28	29	30	31		

June

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26*	27	28	29	30	31	

September

Mon	Tue	Wed	Thu	Fri	Sat	Sun
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						/ 1

October

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December

Mon	Tue	Wed	Thu	Fri	Sat	Sun
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25*	26*	27	28	29
30	31					/ 1

Notes:

1) Typical calendar showing predicted peak, inter peak and off peak days.
2) Based (to certain extent) on existing visitor numbers to Eden Cornwall.

Key:

25*	BANK HOLIDAY
25	SCHOOL HOLIDAYS
25	PEAK DAY
25	INTER PEAK DAY
25	OFF PEAK DAY

3.3 EMPLOYEES

3.3.1. The proposed development will directly employ circa 417 full time equivalent employees. It is expected that the maximum number of employees on site at any given time would be circa 280.

3.3.2. A clear aim of EPN is to provide local employment opportunities wherever possible, and as such the large majority of employees are expected to live locally in Morecambe and Lancaster. Including directorate.

4 TRANSPORT PRINCIPLES

4.1 INTRODUCTION

4.1.1. It is important to highlight that this TP covers a multi-modal transport strategy for the proposed development. This multi-modal strategy is *'live'* and will continue to evolve as EPIL has demonstrated at Eden Project (Cornwall), where over the past 20 years the site and transport strategy has continued to adapt to latest trends and technologies. This is further described in detail in the TA.

4.1.2. The Eden Transport Strategy has been developed based upon the Eden Transport Vision. Collaboration with statutory and non-statutory stakeholders has been key to develop a transport strategy that aligns with the proposed development's ethos and sustainability aspirations whilst providing a realistic Opening Year solution that complies with planning policy.

4.1.3. However, it needs to be acknowledged that a series of internal and external interventions (e.g. regeneration of the Festival Market area, better rail services between Lancaster and Morecambe and/or public transport integrated ticketing options) are anticipated to be brought forward by a range of parties, with full support from EPIL, following the submission of this planning application as set out in the TA.

4.2 EDEN TRANSPORT VISION

4.2.1. In April 2019, EPN released an ambitious long term transport vision.

4.2.2. The focus of EPN is to develop a Transport Strategy that reduces car borne trips both to the wider area and in particular to Morecambe Town Centre, thus reducing impact upon the highway network and the wider environment. The core principles set out in the Transport Vision (Appendix C) are:

1. Eden Project North aims to work with the existing transport infrastructure where possible.
2. Eden Project North aims to support future transport developments where multiple schemes can create an argument for larger scale improvements.
3. Eden Project North aims to positively create circulation routes in and around the town of Morecambe, encouraging pedestrianisation and inspiring people to spend more time in different areas.
4. Public transport is the priority method.
5. The baseline for the planning horizon is 2025+, with a vision towards 2030/2035.
6. Last two miles – no fossil fuel vehicles around the site.
7. Pedestrianisation of the Prom.
8. The journey should be joyful.
9. Visitors that make a special effort to travel to the destination sustainably will be rewarded by reduced entry prices and other incentives.
10. Eden Project North's transport vision extends as far as the perimeter of the project site, but aims to be flexible enough to allow for collaboration in parallel with neighbouring infrastructure.

4.3 TRANSPORT STRATEGY

4.3.1. The Eden Transport Strategy, based on the time controlled and advance booking system, aims to position EPN as a leading example for progressive and healthy transport methods in the UK. It aims to provide clean, smooth, accessible, fun and active alternatives to the traditional transport strategies of reliance upon the private car.

4.3.2. With the Way of the Roses, the West Coast Mainline, the M6, the A6, the A683 Bay Gateway and the recently upgraded M6 J34, the extensive regional transport network already handles millions of annual visitors to the region and the nearby Lake District. Morecambe itself enjoys a direct rail link with Lancaster and a robust, generally uncongested, local road network, including the A589. It hosts a number of annual large-scale events such as the Vintage Festival and the Morecambe Carnival, with up to 55,000 weekend visitors per event[2]. The City Council is highly experienced at dealing with large peaks on the local transport network in terms of both traffic flow and parking demand in *'major event mode'*.

4.3.3. This TA shows how visitor and employee numbers translate into demand for transport and how we intend to address such demand. The EPN Team have worked alongside both Lancaster CC and Lancashire CC to ensure the existing transport network is optimised and aligned with the anticipated growth of the wider region and the Eden Transport Vision.

4.3.4. Whilst not an essential component of this development, the proposed development will also benefit from enhanced capacity in the area created by recent local transport investments in infrastructure improvements through the Housing Infrastructure Fund (HIF) scheme at the M6 Junction 33 and possible future regeneration schemes from the next generation of regional town deals.

4.3.5. From a transport perspective, the OBC submitted to HM Government demonstrated that the use of existing assets means that the proposed development can be developed without extensive transport infrastructure or operations costs, and that amenities needed can be overwhelmingly be supplied in a cost neutral manner by the partners involved. It demonstrates how any off site costs are therefore minimal and focused on relatively low cost items such as signing and wayfinding, and local upgrades to cycle or waking infrastructure as opposed to costly junction upgrades, new car parks or public transport schemes.

4.3.6. Whilst the key principle of the EPN Transport Strategy is to encourage people to arrive by non-car modes, particularly for their last mile element of the journey, there is also a practical reality that in the Opening Year many visitors will still seek to travel by car, as the rail industry will take time to be able to provide more frequent services between Lancaster and Morecambe to respond to increased demand created by the proposed development and the wider uplift it will bring. While Morecambe is not congested with a large proportion of visitors arriving by car, the aim is to intercept many car trips as they leave the Motorway at the M6 Junction 34, where there is an underused and recently built Park and Ride amenity. Others would use readily available underutilised existing parking in the town

[2] Figure provided by Lancaster City Council Economic Development team on 10th January 2020.

centre, with these two amenities being linked through ticketing to allow a dynamic and flexible response according to demands.

4.3.7. The travel methods considered in the multi-modal strategy are shown in Figure 4-1 and Figure 4-2.

Figure 4-1 - Multi-modal Strategy, Travel Methods

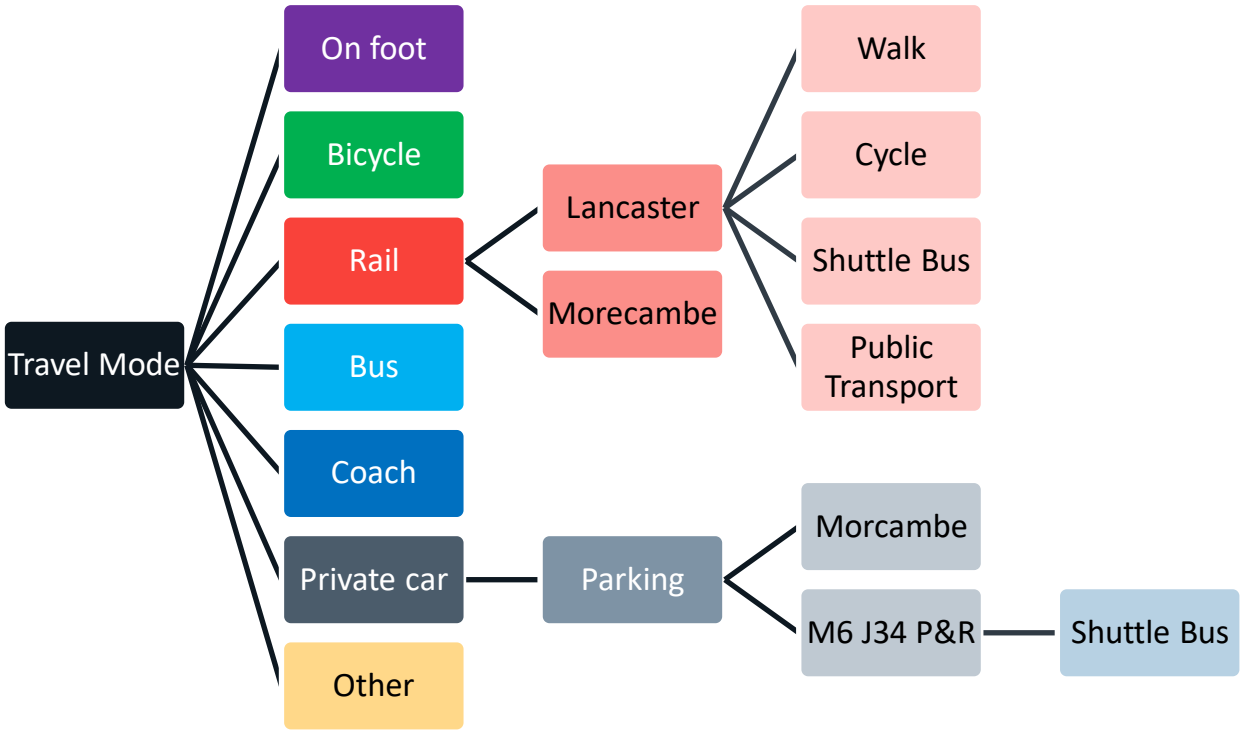
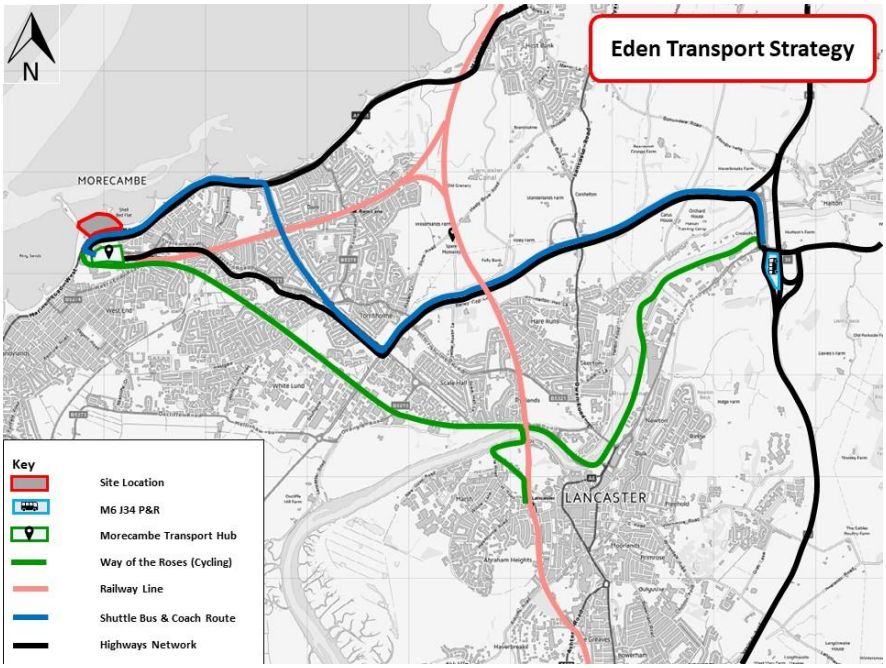


Figure 4-2 - Multi-modal Strategy Plan



4.4 BOOKING SYSTEM

4.4.1. A time controlled and advance booking system will allocate visitors a specific time slot to arrive and enter the site. This will allow EPIL to control, manage and influence the visitors demand throughout the day and year, smoothing out traditionally large peak demand in terms of both days and hours. This will enhance the visitor experience by providing a smooth access to the proposed development, as well as effectively limiting the number of generated trips to the site.

4.4.2. As with all time controlled and advance booking systems, there will be some degree of flexibility to recognise visitors experiencing unexpected events on their journey to the proposed development (e.g. booked rail service delayed so visitor would arrive late to their booked time slot). However, visitors will be strongly encouraged to visit the proposed development at their booked time slot.

4.4.3. The time controlled and advance booking system is a way of spreading visitor numbers throughout the day to avoid any large peaks, enhancing the overall visitor experience.

4.4.4. This system was an innovative vision developed by EPIL in 2019 which was not commonly used amongst major leisure attractions at that time. However, the COVID pandemic and associated visitor limits have resulted in most leisure developments introducing time controlled and advance booking systems. Some examples[3] include the Lancaster Castle and all Museums run by Lancashire CC[4], the recently opened RHS Bridgewater Garden, Chester Zoo, Alton Towers, Blackpool Pleasure Beach, The Forbidden Corner, Fell Foot Park and the Eden Project (Cornwall) itself. In Cornwall the EPIL team has learnt invaluable lessons on how to manage a time controlled and advance booking system, and how it can enhance the visitor experience to Eden Project (Cornwall) as visitors have been spread out across the day effectively removing the large arrivals peaks that used to occur in the early morning hours.

4.4.5. Whilst this pre-booked time controlled booking system was for many sites forcibly introduced in light of COVID Government guidelines, many sites have reported a positive experience and are likely to continue encouraging visitors to book their tickets in advance. Eden Project (Cornwall) will definitely be amongst those sites that will continue to do so, aligning with what was originally proposed in 2019 for EPN in Morecambe.

4.4.6. Subject to the selected method of travel, the entry ticket to the proposed development will vary to recognise the environmental impact of the travel method as per Eden Project (Cornwall). This could consist of direct discounts on active travel and sustainable transport tickets, or vouchers to redeem part of the expenditure at the proposed development (e.g. food and beverage, gift shop etc).

4.4.7. **Error! Not a valid bookmark self-reference.** provides a flowchart overview of how the time controlled and advance booking system will operate. Visitors will have to book their ticket in advance on the EPN website, where they will be presented with a series of generic questions so EPIL can

[3] The listed sites provide pre-booked time controlled booking systems as per July 2021.
[4] Museums run by Lancashire CC requiring pre-booked tickets include Clitheroe Castle, Gawthorpe Hall, Helmshore Mills Textile Museum, Judges' Lodgings Lancaster and Queen Street Mill Museum.

better understand where they will be travelling from (day vs. overnight visitors), how many people are in their party and when they would be planning to visit the proposed development.

4.4.8. Visitors will have the opportunity at this stage of the booking process to raise any accessibility requirements such as assistance dogs, accompanying carers or blue badge parking.

4.4.9. After these generic questions, the website will present the most sustainable travel option as the preferred method of travel to the proposed development. Visitors staying overnight in Lancashire and its immediate vicinity will be presented with walking, cycling and public transport tickets. Whilst visitors travelling from further afield will be presented with rail and public transport integrated ticketing options as the most sustainable travel options. However, visitors will be able to select alternative travel methods.

4.4.10. Subject to the selected method of travel, travel routes and integrated ticketing options will be presented. For example, overnight visitors staying to the north of Morecambe and travelling by car may be presented with a preferred journey route to the site, directing them through the coastal A6 instead of the M6.

4.4.11. If the visitor has selected the private car as their method of travel, the parking strategy describes in detail how this will be managed. But again, the general questions will play a key role in understanding origin, party size and vehicle details. EPIL may direct visitors to a specific car park based on the answers to those questions. A series of examples are included below:

- High occupancy cars, Electric Vehicles (EVs) and blue badge holders may be directed to Morecambe instead of the M6 J34 Caton Road Park and Ride;
- Visitors from the local area may be presented with an option to choose where to park, as they may be familiar with the area. Whilst visitors from further afield may be directed to the M6 J34 Caton Road Park and Ride.

4.4.12. Each method of travel ticket will be accompanied by a sustainability accreditation, showcasing what is the environmental impact generated by that method of travel. This will encourage visitors to align with EPIL's sustainability ethos and giving them an option to reconsider their method of travel.

4.4.13. Carbon offsetting would also be considered during the ticket purchase option, allowing visitors to offset their carbon impact.

4.4.14. This system will enable EPIL to control, manage and influence/incentivise how visitors travel to the proposed development. EPIL will know in advance how visitors will be travelling, how many rail visitors will be using Lancaster Railway Station or how many parking spaces will be required at each parking location on any given day, and this will allow EPIL to control, manage and influence the multi-modal transport demand in collaboration with both Councils and transport operators. The combination of a comprehensive and resilient transport network with capacity, combined advanced and dynamic ticketing plus limits on daily attendance allows EPIL to make use of existing underused resources in a sustainable manner.

4.4.15. As different travel method tickets will have different pricing costs, a series of policies will be in place to ensure that these will be enforced. A series of possible policy examples are presented below:

- Visitors travelling by rail without an integrated ticketing will have to show a valid rail ticket upon entrance to the proposed development. Failure to do so may result in losing the associated benefits of a sustainable ticket.

- Visitors travelling by bus without an integrated ticketing will have to show a valid bus ticket upon entrance to the proposed development. Failure to do so may result in losing the associated benefits of a sustainable ticket.
- Visitors travelling by coach will be part of an organised tour or group. Therefore, integrated ticketing will be available when booking their visit;
- Visitors travelling by car will have to park at one of the following locations and follow the enforcement rules:
    - Visitors parking at the M6 Junction 34 Caton Road Park and Ride will have to validate their ticket when boarding the shuttle bus. Failure to do so may result in losing the associated benefits of a sustainable discounted ticket;
    - Visitors parking in Morecambe will have to validate their ticket at the entrance of the allocated car park;

4.4.16. The time controlled and advance booking system is not only a way to enhance visitor experience by limiting the number of visitors per hour a day. It is a realistic and modern sustainable solution to make best use of existing resources. Understanding in advance number of visitors, method of travel and origin will enable EPIL to collaborate with both Councils and relevant transport bodies to ensure that transport demand is accommodated accordingly. For example, EPIL would collaborate with Avanti West Coast if on a particular day large groups of visitors are expected to travel to Lancaster and Morecambe by train, as either additional rail/EPN staff may be required at Lancaster Railway Station.

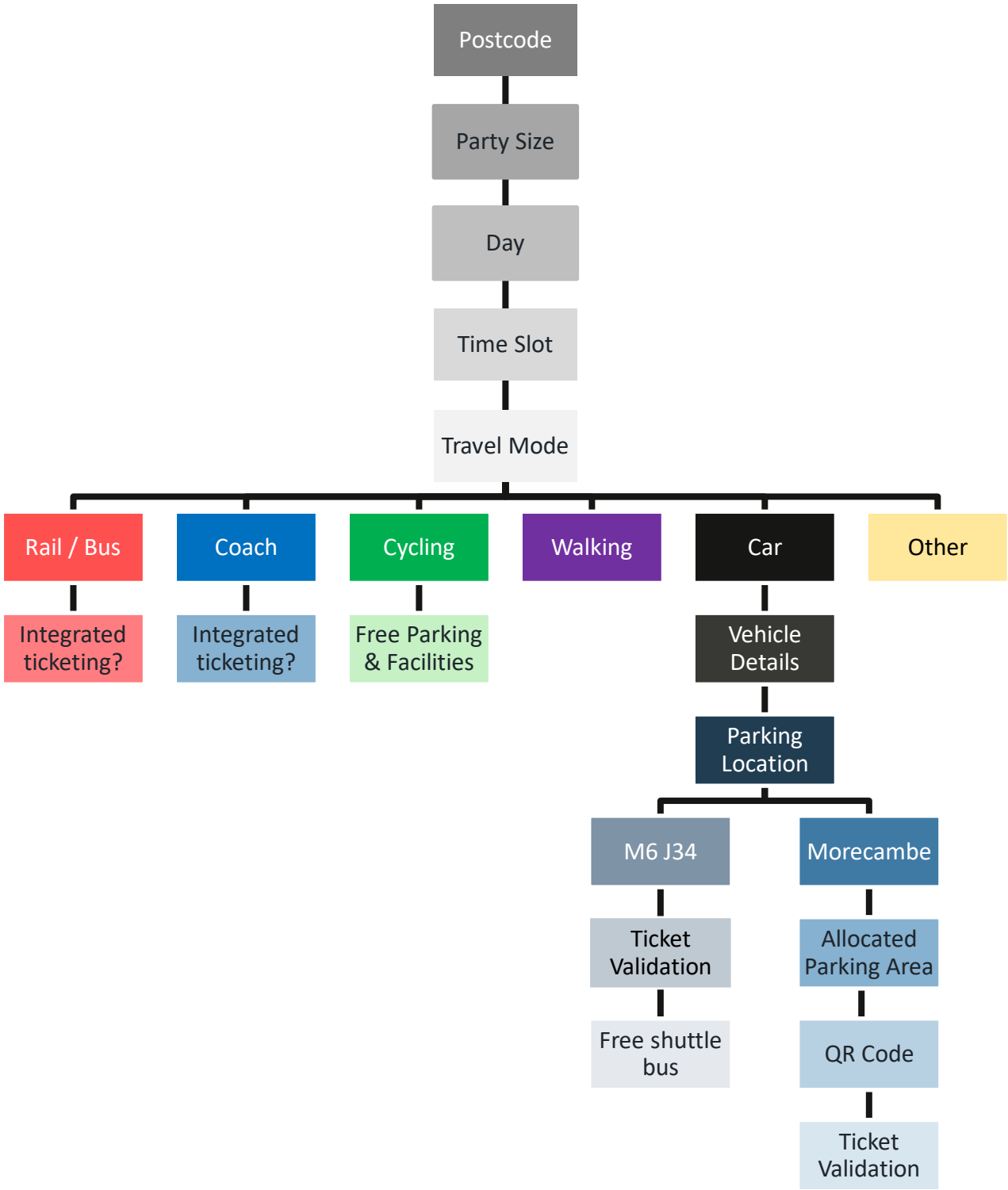
4.4.17. This system is not only about transport and will enable EPIL to plan ahead regarding how many employees are required on site, how many meals they need to prepare or how much waste it will be generated on any given day. These are just some examples of how controlling the visitor demand to a major leisure attraction enables to achieve a site-wide sustainable strategy.

4.4.18. Interestingly, Eden Project (Cornwall) has also introduced the option to pre-book lunch orders, which enables them to plan in advance more accurately kitchen employees and meals required for each day.

4.4.19. Historically, all these aspects were based on experience and historical data. However, time controlled and advance booking systems allows for a more accurate and sustainable planning and management, allowing EPIL to make use of resources in the most sustainable manner.

4.4.20. Alternative accessible arrangements will be put in place (e.g. book via phone call).

Figure 4-3 - Booking System Flowchart



5 ACTIVE TRAVEL AND SUSTAINABLE TRANSPORT STRATEGY

5.1 INTRODUCTION

5.1.1. This section of the ITP assesses the accessibility of the site by sustainable modes of travel and reviews how the site location lends itself to sustainable travel. Ultimately the transport vision and strategy of the proposed development is to reduce reliance on the private car and encourage the use of sustainable modes such as walking, cycling and public transport for visitors and employees.

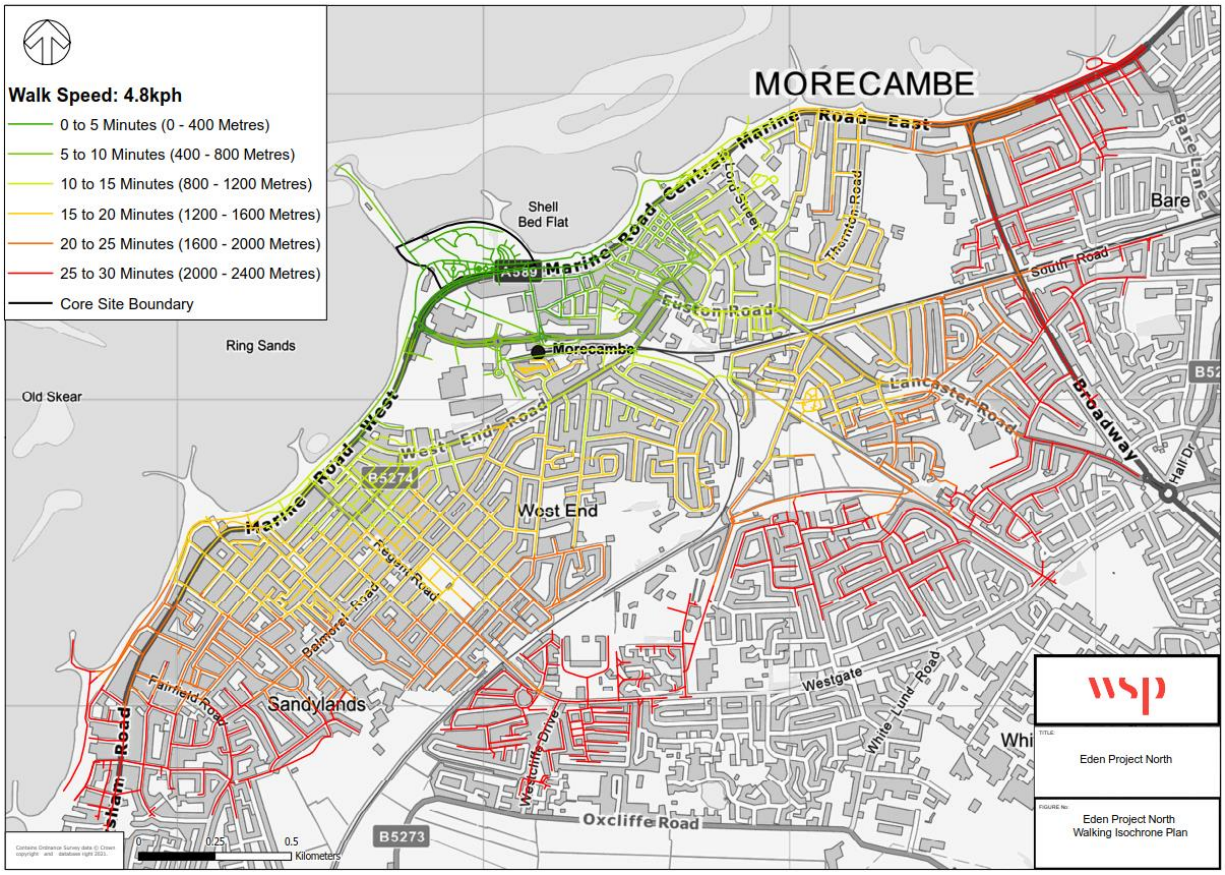
5.2 ACTIVE TRAVEL

Pedestrian Accessibility and Infrastructure

5.2.1. The Institution of Highways & Transportation (IHT) publication 'Guidelines for Providing for Journeys on Foot' outlines the preferred maximum walking distance for commuting from an origin point, by persons without a mobility impairment, as 2,000 metres. This assumes an average walking speed of 1.4m/s, 2,000m constitutes a 24-minute walk.

5.2.2. The pedestrian accessibility shown in Figure 5-1 have been modelled using Geographical Information System (GIS) software and illustrates the area surrounding the site which is within a 2,000m / 24-minute walk from the proposed development. This figure is also presented in Appendix E.

Figure 5-1 - Pedestrian Accessibility Isochrones



5.2.3. The pedestrian isochrones show that the site is well connected to local and regional transport networks, including several bus stops, Morecambe Bus Station and Morecambe Railway Station, as well as the entirety of Morecambe Town Centre and key assets within it, including:

- The Morecambe promenade;
- The Stone Jetty;
- Festival Market;
- Winter Gardens; and
- Morecambe Town Hall Gardens.

5.2.4. The site is also within reasonable walking distance to all neighbourhood wards (residential areas) identified within the Morecambe Neighbourhood Area. This enables walking trips to the proposed development to all employees living in Morecambe, as well as visitors to the proposed development staying overnight in the local area. These residential areas are:

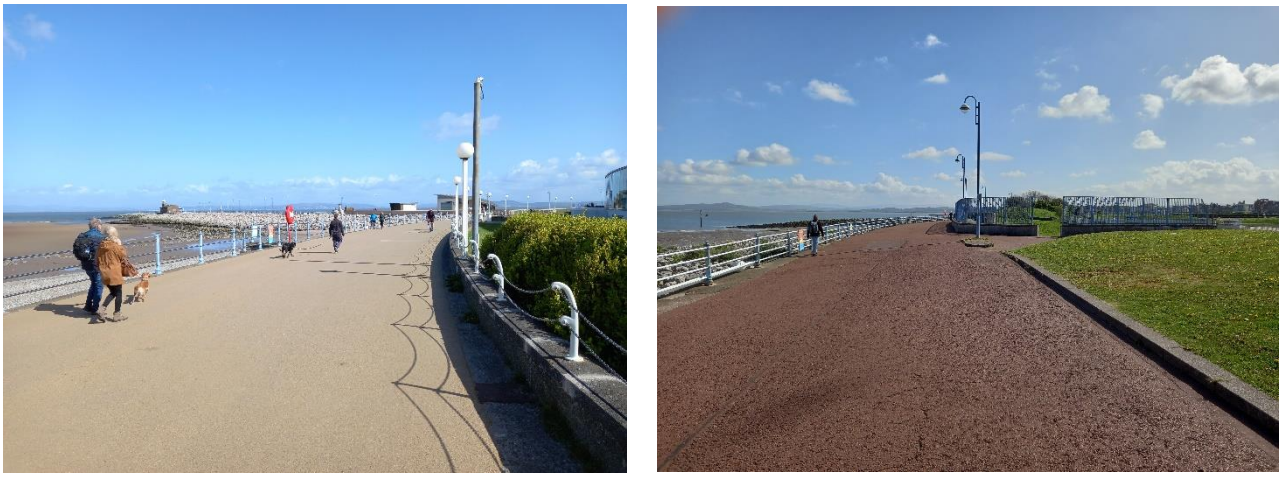
- Heysham Ward;
- Harbour Ward;
- Poulton Ward;
- Bare Ward;
- Torrisholme Ward; and
- Westgate Ward.

5.2.5. The proposed development is located at the heart of the Morecambe promenade, a well-patronised traffic free corridor connecting Heysham and Hest Bank. This corridor forms part of the Lancashire Coastal Way, a long-distance footpath following the coast of Lancashire and the Morecambe Bay.

5.2.6. Vehicular movements within the site are only allowed for emergency vehicles, RNLI access, the Stone Jetty (servicing) and the Bay Arena Car Park.

5.2.7. The promenade around the proposed development benefits form a traffic free, ample width, levelled and well-designed footway that is lit at night as shown in Figure 5-2.

Figure 5-2 - Morecambe promenade



5.2.8. The footway to the south of the proposed development runs parallel to the Promenade and has a generous width of 3+ metres. The footway to the south of Marine Road Central also provides a 3+

metres wide provision with additional space for outdoor sitting and activities of the multiple retail, food and beverage units in the area.

5.2.9. Three different signal-controlled pedestrian crossings over Marine Road Central throughout the extents of the proposed development provide key connectivity between the site, Morecambe Town Centre, Central Drive, Northumberland Street and Morecambe Railway Station.

5.2.10. Central Drive provides four different staggered zebra crossings on raised tables between the railway station and the Promenade. Northumberland Street is also connected with the railway station with two additional identical crossings.

5.2.11. All pedestrian crossings in the area provide dropped kerbs and tactile pavement.

5.2.12. No Public Rights of Way are present in the area.

Figure 5-3 - Pedestrian crossings on Marine Road Central (left) and Central Drive (right)





5.2.13. Additionally, the Flock of Words acts as the key pedestrian gateway from the railway station to the Promenade as seen in Figure 5-4. This provides a modern, wide, level and lit pedestrian corridor into the site across the Festival Market car park.

Figure 5-4 - Flock of Words

(figure extracted from whynotassociates.com)



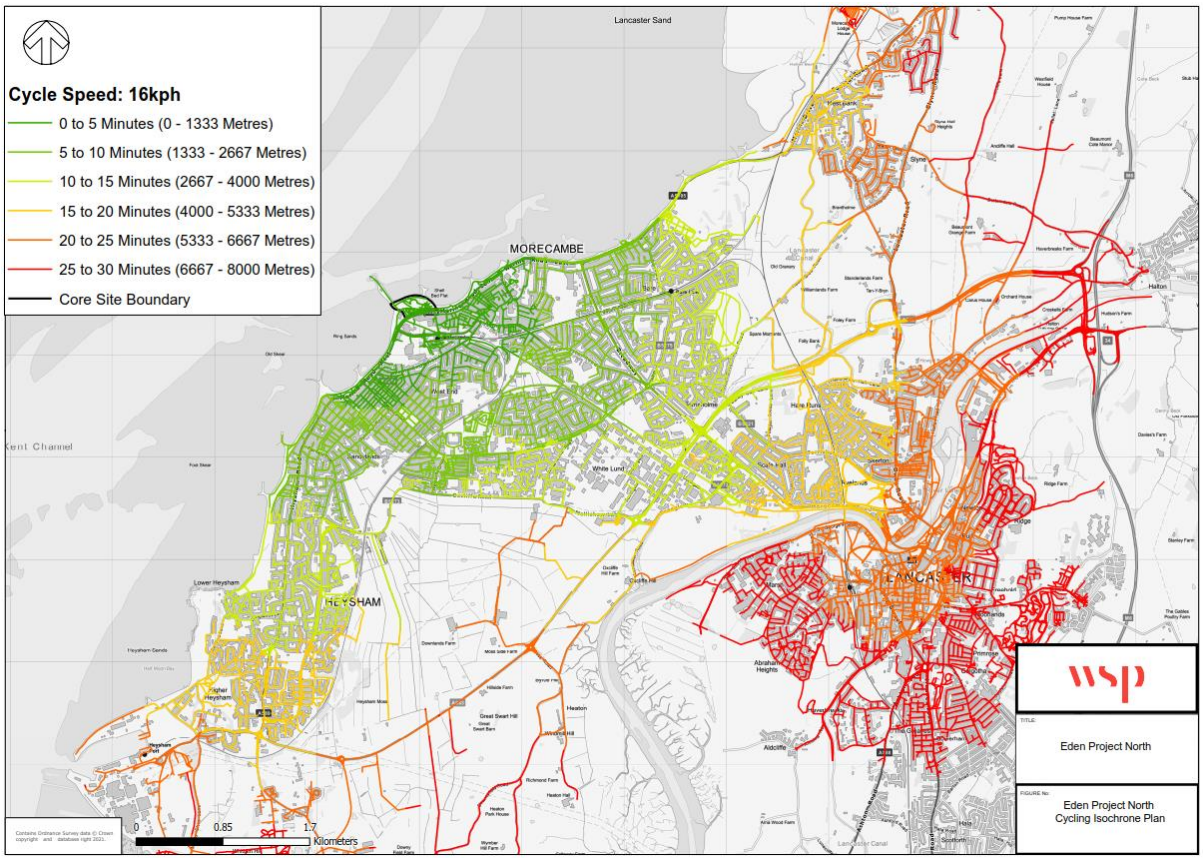
Cycling Accessibility and Infrastructure

5.2.14. Planning Policy Guidance 13 – Transport (PPG13) states that *"Cycling also has potential to substitute for short car trips, particularly those less than 5km and to form part of a longer journey by public transport."*

5.2.15. Whilst the PPG13 has been superseded by the NPPF, the identified acceptable 5km cycling distance is still considered applicable in the absence of any updated guidance.

5.2.16. The cycling isochrones shown in Figure 5-5 illustrates the area surrounding the site and the existing cycling provision. This figure is also presented in Appendix E.

Figure 5-5 - Cycling Accessibility Isochrones



5.2.17. The cycling isochrones show that the site is well connected to local and regional transport networks, including Morecambe Bus Station and Morecambe Railway Station, as well as the entirety of Morecambe Town Centre and key residential areas as indicated below. This enables cycling trips to the proposed development to all employees living in Morecambe. As well as visitors to the proposed development staying overnight in the region.

- Morecambe;
- Heysham;
- Hest Bank;
- Bolton le Sands; and
- West, north and centre of Lancaster city;
  - The traffic free environment of the site also includes cycling, a key activity along the Promenade. In fact, the Sustrans Route 69 (Way of the Roses) and 700 travel across the site as shown in Figure 5-6. These routes connect Morecambe with Lancaster via a segregated traffic free route along the River Lune.

- The Way of the Roses provides key connectivity between Morecambe and Lancaster. This enables mixed modal share trips from the Lancaster railway station and from the Caton Road Park and Ride, featuring key sites such as the Millennium Bridge and the Lune Aqueduct.

Figure 5-6 - Existing cycling routes: Sustrans routes plan (top left), Promenade (bottom left), Way of the Roses (top right) and Millennium Bridge (bottom right)









Active Travel Strategy

5.2.18. As highlighted in the Transport Vision and the Transport Strategy, visitors arriving to the site by active travel modes will have certain benefits over car visitors (e.g. ticket discounts, Eden vouchers etc). In addition, visitors will have certain facilities such as:

- Cycle parking;
- Changing room;
- Drying facilities;
- Locker facilities; and
- Free e-bike battery charging whilst visiting the proposed development.

5.2.19. The Active Travel Strategy will focus on the immediate vicinity of the proposed development (the site and Marine Road Central). However, it will also focus on capturing potential walking and cycling trips

to the proposed development from the Caton Road Park and Ride, the Lancaster Railway Station and from overnight visitors staying in the vicinity of the site.

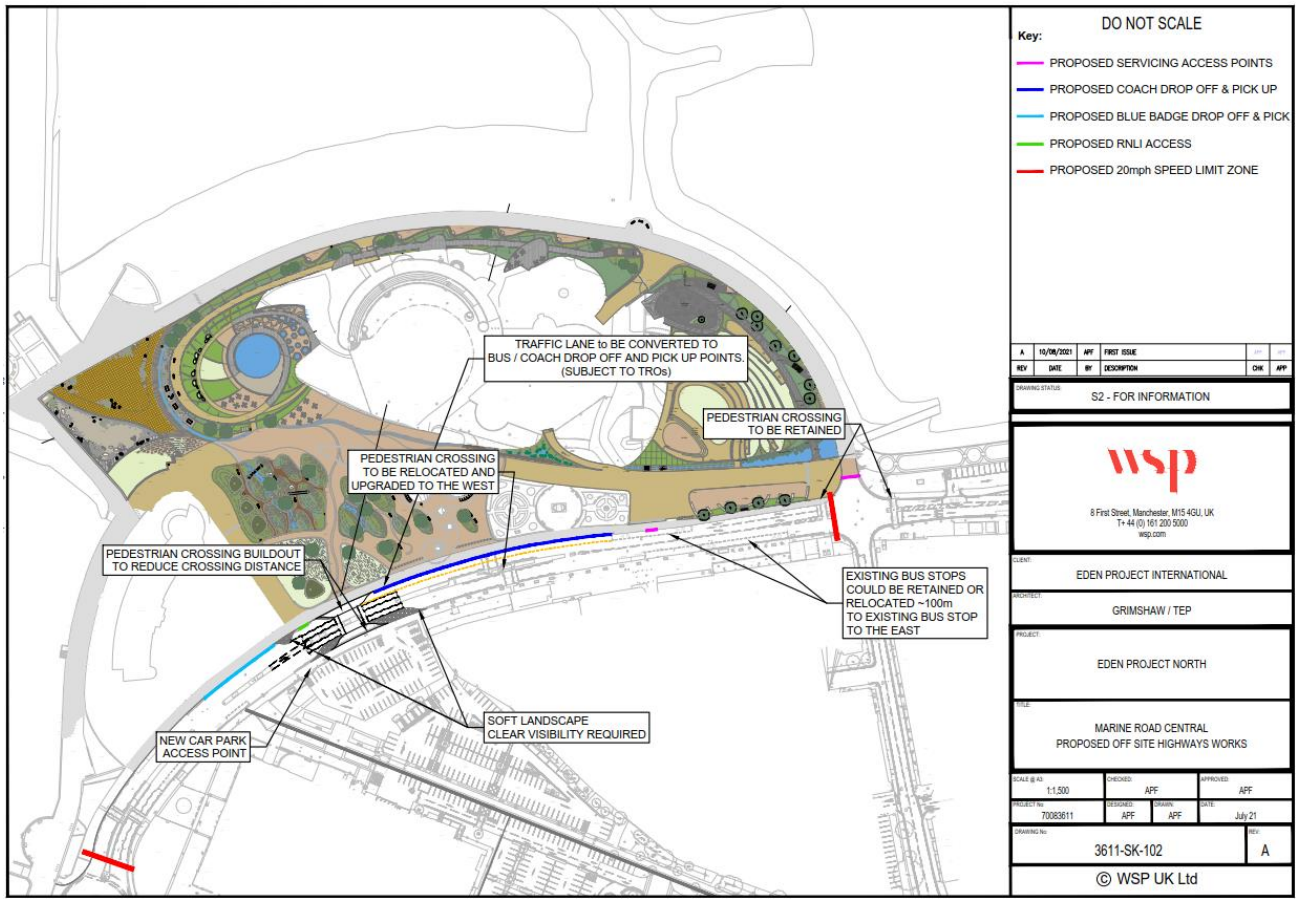
5.2.20. As such, the existing staggered signalised pedestrian crossing in front of the Winter Gardens is proposed to be relocated circa 70 metres to the west to:

- Ensure EPN and Morecambe visitors have crossing facilities at the desire line from the Promenade and the Railway Station, Bus Station and several car parks in the town centre;
- Align with wider town centre regeneration aspirations, where the *Flock of Words* may be slightly reconfigured to provide a more direct route between the Promenade and the Railway Station, Bus Station and several car parks in the town centre; and
- Provide space for safe drop off as highlighted in in the TA.

5.2.21. Figure 5-7 below shows a high level indicative plan of the proposed relocated pedestrian crossing on Marine Road Central. This can also be found in Appendix F.

5.2.22. The proposed relocation is accompanied by the introduction of a drop off point and a build out to reduce the crossing distance between footways, removing the need for a staggered crossing. This is possible as on street parking on both sides of Marine Road Central is currently permitted as highlighted in the TA.

Figure 5-7 - Proposed Relocated Pedestrian Crossing on Marine Road Central



5.2.23. All existing pedestrian and cycling movements around the site will be retained as shown in Figure 5-8 below. The area shown in green will be available for permissive access all year to all users, regardless of being a ticket holder, a local resident or a Morecambe visitor.

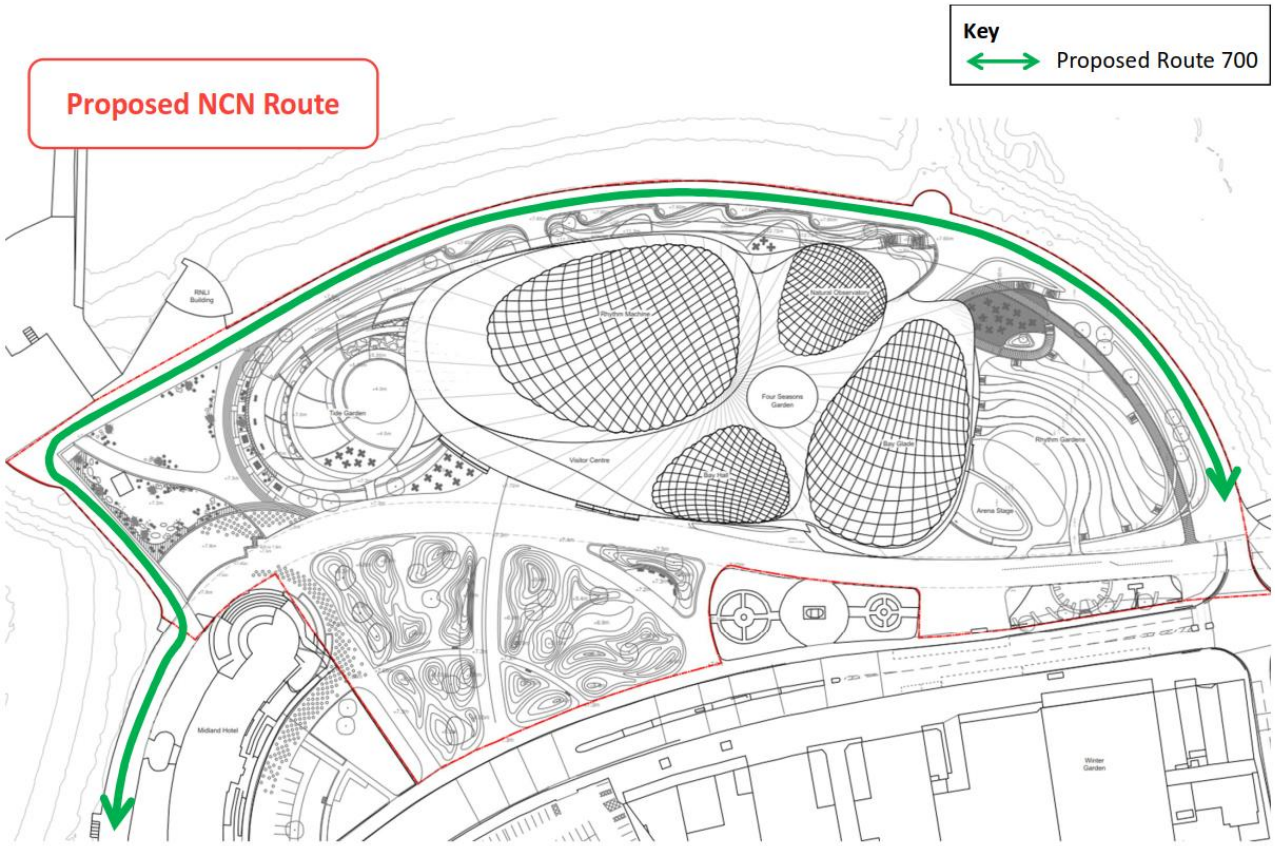
Figure 5-8 - Proposed Development Area Available for Permissive Access All Year



5.2.24. Sustrans has been engaged in relation to the existing NCN Routes 69 and 700. After discussions, it has been agreed that Sustrans would like to introduce changes to both routes passing through the site to avoid duplication and confusion of cyclists. This would result in the NCN Route 69 (Way of the Roses) being realigned to start / finish by the existing Way of the Roses start / finish point to the southwest of the Midland Hotel. The NCN Route 700 will be slightly extended to connect with this point via the Promenade to the north of the Midland Hotel and the proposed development.

5.2.25. However, cycling through the former NCN Route 69 would still be possible as shown in Figure 5-8.

Figure 5-9 - Proposed Sustrans NCN Route 69 and 700



5.2.26. As part of the wayfinding and signage budget allocation, a series of wayfinding posts will be included around Morecambe Town Centre, the Promenade and the Way of the Roses indicating active travel directions to the proposed development.

5.2.27. Additionally, EPIL will continue to work with relevant stakeholders to introduce further active travel enhancements such as a bike hire scheme and bike taxi services for EPN visitors, local residents and Morecambe visitors.

5.2.28. In regards of employees' modal share, it has been assumed that a total of 251 employees are expected to commute by active travel and public transport modes on a peak day.

5.2.29. In recognition of the nature of the development and EPIL, a minimum cycle parking ratio of 1:3 is suggested. 100 cycle parking spaces are proposed for the 278 maximum employees expected to be working on site at any given time (a 1:2.78 ratio).

5.2.30. In regards of visitor cycle parking, the visitor trip generation and distribution section has clarified that the likely number of visitors travelling by bike cannot be considered significant. Therefore, for the robustness and as a worst case scenario, it has been assumed for the trip generation exercise only that no visitors would be travelling by bike to the proposed development.

5.2.31. However, this is not the intention of EPIL. In light of this, a series of interventions to promote visitors to travel by bike are described in the Travel Plan.

5.2.32. Aligning with the Net Zero Strategy, up to 152 cycle parking spaces for visitors and general public are proposed as part of the public realm proposals. This is the proposed cycle parking provision for the Opening Year, with land identified within the public realm design for future expansions.

5.2.33. The 152 cycle parking spaces will be allocated across four locations as follows:

- 116 covered spaces under the sea foam shelter in front of the building entrance;
- 20 uncovered spaces off the northern promenade at the edge of the Rhythm Garden;
- 8 uncovered spaces off the southern promenade at the southern edge of the Tide Garden; and
- 8 uncovered spaces at the western corner off the Shingle Plaza (by the Stone Jetty).

Figure 5-10 - Cycle Parking



5.2.34. The 116 covered cycle spaces will be located on the Energy Field public realm frontage of the building facing Marine Road Central. A series of four energy pods (Figure 5-10) will provide cycle parking at ground floor level. These will provide a secure space to park a bicycle and will benefit from natural surveillance thanks to the uplift in footfall in the area that will be generated by the proposed development.

5.2.35. The energy pods will be an integral part of the landscape and multi-use. Bicycle storage will be provided at the base of the energy pods where the visitors can view the heat pump arrangement.

5.2.36. Changing rooms, showers and lockers will be available for employees. Visitors will be able to charge their e-bike batteries and leave any cycling equipment on a safe space during their visit. Similarly, they will be able to use the changing facilities provided within the development.

5.3 SUSTAINABLE TRANSPORT

Public Transport Accessibility: Rail

5.3.1. Morecambe railway station is located just 300 metres to the south of the proposed development. It provides regular services to Lancaster, Leeds and Heysham. Where wider regional services are available.

5.3.2. Both Morecambe and Lancaster Railway Stations provide key walking and cycling connectivity with the proposed development with traffic free and segregated walking and cycling routes.

Figure 5-11 - Morecambe Railway Station (left) and Lancaster Railway Station (right)





5.3.3. The proposed development location can provide a key role in enabling multi-modal journeys thanks to the Morecambe Railway Station being located just 300 metres away. This will help in promoting linked rail journeys to both Morecambe and Lancaster and enabling the last portion of the trip to be undertaken on foot or bike.

5.3.4. The rail services across the north west, Lake District and wider big cities such as Edinburgh, Manchester, Birmingham and London robustly underpins the multi-modal transport strategy for visitors arriving to Morecambe from their homes and overnight locations, as shown in Table 5-1 and Table 5-2.

Table 5-1 – Morecambe Rail Services[5]

Destination	Route	Frequency
Heysham	Morecambe – Heysham Port	1 / day
Lancaster	Morecambe – Lancaster	2 / hour
Leeds	Morecambe – Lancaster – Carnforth – Skipton – Leeds	7 / day

Table 5-2 – Lancaster Rail Services[6]

Destination	Route	Frequency (AM / PM)
Barrow-in-Furness	Lancaster – Carnforth – Grange-over-Sands – Ulverston – Barrow-in-Furness	1 / hour
Carlisle	Lancaster – Barrown-in-Furness – Kirkby-in-Furness – Bootle – Whitehaven – Maryport - Carlisle	1 / hour
Edinburgh	Lancaster – Penrith – Carlisle – Haymarket - Edinburgh	1 / hour
Glasgow	Lancaster – Oxenholme – Carlisle – Glasgow Central	1 / hour

[5] Timetables were retrieved on the 13th July 2021. Service routes and frequencies may change in the future.
[6] Timetables were retrieved on the 13th July 2021. Service routes and frequencies may change in the future.

Destination	Route	Frequency (AM / PM)
Leeds	Lancaster – Carnforth – Clapham – Skipton – Leeds	7 / day
Liverpool	Lancaster – Preston – Wigan – Liverpool Lime Street	2 / hour
London	Lancaster – Preston – Wigan – Warrington – Birmingham – London Euston	2 / hour
Manchester	Lancaster – Preston – Bolton – Manchester – Manchester Airport	2 / hour
Windermere	Lancaster – Oxenholme – Kendal - Windermere	1 / hour

Public Transport Accessibility: Bus

5.3.5. Morecambe Bus Station is located on Central Drive next to the railway station, effectively forming a transport hub in the town centre. Local services connect Morecambe with Kendal, Lancaster, Preston and multiple local and regional destinations.

5.3.6. Furthermore, a series of bus stops for local services are located across Marine Road Central. All of which provide sheltered waiting facilities.

Figure 5-12 - Morecambe Bus Station and Bus Stop on Marine Road Central



5.3.7. The Caton Road Park and Ride located at the M6 Junction 34 provides 650 car spaces for Park and Ride into Lancaster. Although Lancashire CC data suggests that this location does not only cater for Park and Ride users, as it also acts as a facility for car sharing into / out of Lancaster.

5.3.8. It can act as the key site that captures motorised trips into Morecambe and Lancaster thanks to its modern bus facilities and signalised toucan crossing points connecting the facility with the Way of the Roses for both pedestrians and cyclists.

Figure 5-13 - Caton Road Park and Ride Facilities





5.3.9. The Morecambe Bus Station is located just a few metres away from the proposed development. Creating a transport hub immediately to the south of the site.

5.3.10. Additionally, a series of bus stops used by local services are also located on Marine Road Central.

5.3.11. Table 5-3 below shows the different local services using the different bus stops in the vicinity of the proposed development.

5.3.12. The multitude of buses passing by and near the site and its frequency show that bus travel robustly underpins the multi-modal transport strategy for staff and visitors starting their trip from Morecambe and Lancaster.

Table 5-3 – Bus Services[7]

Bus No.	Route	Frequency
1	Lancaster University – Lancaster – Morecambe – Heysham – Overton	3 / hour
1A	Lancaster University – Lancaster – Morecambe – Heysham – Overton	3 / hour
2X	Morecambe – Heysham – Lancaster – Lancaster University	3 / hour
5	Sandylands – Heysham – Morecambe – Hest Bank – Carnforth	1 / hour
6	Morecambe – Westgate	2 / hour
6A	Morecambe – Westgate – White Lund – Salt Ayre – Lancaster	2 / hour
33	Morecambe – Branksome – Bare – Morecambe	1 / hour
40/41	Lancaster – Morecambe – Lancaster University – Preston	1 / hour
100	Lancaster University – Lancaster – Bare – Morecambe	2 / hour
502	Heysham – Morecambe – Lancaster	1 / day

[7] Timetables were retrieved on the 13th July 2021. Service routes and frequencies may change in the future.

Bus No.	Route	Frequency
504	Sandylans – Morecambe – Lancaster	1 / hour
755	Heysham – Morecambe – Carnforth – Kendal – Windermere	1 / day
935	Morecambe – Torrisholme – Skerton – Lancaster	1 / day

Public Transport Strategy

5.3.13. As highlighted in the Transport Vision and the Transport Strategy, visitors arriving to the site by public transport will have certain benefits over car visitors (e.g. ticket discounts, vouchers etc).

5.3.14. Visitors using public transport will have the possibility of having integrated ticketing (which will continue to be investigated further after the submission of this planning application).

5.3.15. Both bus and rail operators have been consulted over the last two years, including:

- Stagecoach;
- Northern rail;
- Avanti West Coast;
- Network Rail; and
- SLC Rail (Lancaster CC rail consultant).

5.3.16. It is likely that local buses will mainly be used by employees and overnight visitors staying in the area, with visitor trips originating further afield making use of the existing rail services instead.

5.3.17. The current rail services between Lancaster and Morecambe have the capacity to accommodate the predicted number of visitors. However, the rail services are not as frequent and attractive as the EPN Net Zero Strategy is targeting.

5.3.18. Providing frequent and attractive rail services from Lancaster to Morecambe is one of the many long term solutions to achieve the Transport Vision and reduce the car modal share to an absolute minimum. SLC Rail (on behalf of Lancaster CC) is working in this regard to introduce regular services every 30-minutes, making use of existing infrastructure.

5.3.19. In order to do so, EPN will continue to work with both Lancaster CC and Lancashire CC, as well as with relevant public transport operators. Some of the initiatives to consolidate rail as the main transport mode to the proposed development may include an EPN welcome centre at Lancaster Railway Station, where EPN employees could welcome and entertain rail visitors whilst waiting for the train to Morecambe. This would not only provide a welcome point to visitors, but will reinforce the idea that rail is a viable solution to travel to the proposed development, as the visitor experience to EPN would start at Lancaster Railway Station.

5.3.20. Finally, it is important to highlight that the visitor centre within the proposed development will have a series of real time information transport screens informing EPN visitors of the time of the next rail, bus and shuttle bus departures.

6 OUTCOME OBJECTIVES AND TARGETS

6.1 AIM OF THE TRAVEL PLAN

6.1.1. The aim of the Travel Plan is to reduce reliance on the private car and achieve a lasting shift towards the use of sustainable travel modes to access the development, such as walking, cycling and public transport. The method for achieving this is throughout the provision of a package of measures to influence the travel behaviour of employees of the development.

6.1.2. The aims of this ITP are in line with local, regional and national policy which are to encourage the use of sustainable transport and to maximise the potential to walk or cycle to and from development site.

6.1.3. This ITP is a provisional document that covers the substantive element of a FTP. Specifically, this means the ITP will identify outcome objectives, interim targets and an initial package of measures.

6.1.4. The FTP for the proposed development, when produced, will streamline and improve upon the elements in the ITP based on staff and visitors travel surveys and consultation.

6.2 OBJECTIVES

6.2.1. To achieve the aim of this ITP in line with national, regional and local transport aspirations, the following objectives have been set:

- Identify and manage deterrents to walking and cycling that prevent employees and visitors using active modes;
- Identify the predominant origin locations of employees and visitors and use the information to complete an accessibility audit;
- Promote walking and cycling by emphasising the benefits of sustainable and active modes, such as healthier lifestyle choice;
- Promote existing public bus services and identify any gaps in provision;
- Seek to ensure that future demand for car parking within the development proposals does not exceed car parking provision;
- Create a sustainable community at the site by making employees and visitors aware of the ITP and inviting their contributions to develop the FTP;
- Introduce the proposed timed controlled and advanced booking system as highlighted in Chapter 3.1.
- Develop the FTP in time for submission to LCC following occupation of the respective development uses, amending the above objectives if necessary; and
- Undertake employee and visitors travel surveys as part of the development of the FTP.

6.3 INTERIM TARGET

6.3.1. The TA has covered in detailed the multi-modal share of all visitors and employees. In particular, visitors are expected to have a different modal share subject to different factors, including whether

they are day[8] or overnight[9] visitors, where they are travelling from and whether they are domestic or international visitors.

Employees

Baseline

6.3.2. Analysis of Lancaster 006, 008 and 009 Middle Layer Super Output Area (Morecambe Town Centre) using ONS data (WF01BEW – Location of usual residence and place of work), indicates that 5,698 people work in Morecambe Town Centre. Table 6-1 below shows the location of usual residence and its origin travel zone as per the visitors' trip distribution exercise.

Table 6-1 – Location of Usual Residence for People Working in Morecambe

People	Lancaster	Lancaster 001	South Lakeland	Wyre	Lancaster 005	Lancaster 002	Lancaster 019	Ribble Valley
People	4437	177	127	76	69	68	64	31
Region	**Fylde**	**Preston**	**Blackpool**	**Blackburn**	**Craven**	**Rochdale**	**South Ribble**	**Other**
People	30	30	28	24	20	15	12	335

6.3.3. Those locations of usual residence that have less than ten working population were grouped in *Other* and not considered in this exercise.

6.3.4. Due to the nature and ethos of EPIL, it has been assumed that the majority of employees will be based locally and will use sustainable modes of transport, including directorate.

6.3.5. The vast majority (85.2%) of the working population of Morecambe Town Centre live in the urban region of Lancaster. Therefore, it can be assumed that the vast majority of employees living in this area will use sustainable transport modes for commuting (walking, cycling and public transport).

6.3.6. The modal split has been calculated using 2011 journey to work census data.

6.3.7. Analysis of Lancaster 006, 008 and 009 Middle Layer Super Output Area (Morecambe Town Centre) using ONS data (WU03UK – Location of usual residence and place of work by method of travel to work) has informed the employee modal split presented in Table 6-2 below.

[8] Day visitor is defined as the visitor which trip origin to the proposed development starts and ends at their usual place of residence.

[9] Overnight visitor is defined as the visitor which trip origin to the proposed development does not start and end at their usual place of residence (e.g. national tourist in the Lake District visiting the proposed development as part of their visit to the Lake District. Or international tourist in a nearby big city visiting the proposed development as part of their tour across the UK).

Table 6-2 – Employee Modal Split

	Walking	Cycling	Bus	Rail	Car Driver	Car Passenger	Other
Lancaster urban environment	85.2%				0%	0%	0%
Outside Lancaster urban environment	0.7%	3.1%	1.3%	0.1%	9.5%		0.1%

6.3.8. It can be seen that all those living within the urban environment of Lancaster (85.2%) are expected to commute by active travel and public transport modes. Whereas those living outside the urban environment of Lancaster (14.8%) will commute by active travel and public transport methods (5.3%) and by car (9.5%).

6.3.9. The TA, as a worst case scenario for the robustness of the traffic capacity assessment, has assumed that all employees travelling by car will do so as car drivers. However, this ITP and the TA cover a series of proposals to encourage car sharing amongst employees.

6.3.10. In fact, it is envisaged that those driving to work will have to justify their requirement to do so. Very limited employee parking will be provided as explained in the TA. However, this is likely to occur at both the M6 Junction 34 Caton Road Park and Ride and at the Billy Hill car park in Morecambe.

6.3.11. Employees car park requirements will be based on justified necessity and car sharing. Employees will be presented with multitude sustainable travel benefits as described in this ITP.

6.3.12. It should also be noted that Eden Project (Cornwall) has an important presence of volunteers on a daily basis. Particularly around the holiday season. Whilst these have not been yet quantified for the proposed development, volunteers tend to be local and therefore use both public and active transport to travel to and from home. As such, no vehicular trips are envisaged to be made by volunteers.

Interim Target

6.3.13. The baseline for employees already provides a very high standard, as only 9.5% of employees are expected to commute by private car. However, this will be reviewed in the FTP and a series of objectives and measures will be put in place to reduce this figure even further over the coming years.

Visitors

Baseline

6.3.14. It should be noted that the visitor modal split presented in the TA is a worst case scenario for the robustness of the traffic capacity assessment and parking strategy. And therefore, a series of manual adjustments and assumptions in detriment of sustainable transport modes have been taken into account.

6.3.15. Similarly, it is important to understand why different visitors will have different modal shares as shown in Table 6-3.

6.3.16. Circa 76% of the visitors to the proposed development will be day visitors. With the remaining 24% being overnight visitors.

Table 6-3 – Visitor Modal Share

Visitor	Car	Rail	Coach / Bus
Day Visitor Scenario 004	68%	26%	6%
Day Visitor Scenario 004	73%	21%	6%
Day Visitor Scenario 004	78%	16%	6%
International Overnight Visitor	16.7%	58.3%	25%
Domestic Overnight Visitor	90%	5%	5%

Interim Target

6.3.17. The Net Zero Transport Strategy set out in the TA describes in detail how visitors' modal split will evolve over the coming years. As a series of internal and external interventions will help reducing the private car modal share in favour of active travel and public transport modes. And rail in particular.

6.3.18. In particular, the Net Zero Transport Strategy and the Transport Principles look at different ways of how to encourage visitors to choose a sustainable transport method to visit the proposed development.

6.3.19. The overall target is to see a significant reduction in private car in favour of rail. However, this will be reviewed in the FTP and a series of objectives and measures will be put in place to reduce this figure even further over the coming years.

7 MANAGEMENT PLAN

7.1 FULL TRAVEL PLAN

7.1.1. A FTP is the finalised document that facilitates and monitors targeted changes in travel behaviour of employees and visitors, produced following completion of the proposed development.

7.1.2. A FTP establishes employee and visitors travel patterns by carrying out tailored travel surveys.

7.1.3. The travel survey will include questions relating to an individual's reasons for choosing their current mode of transport; how they may prefer to travel; what would encourage them to walk, cycle use public transport or car share; what could be done to change their travel behaviour; and if there are any barriers that exist to choosing sustainable modes.

7.1.4. The travel survey will ensure measures are applicable and effective for reducing car use amongst site users.

7.1.5. Employees and visitors will also be invited to suggest ideas for measures to be added to the FTP to promote and increase active and sustainable travel. The FTP process aims to give the employees and visitors shared input and ownership of the Plan.

7.1.6. In line with the above, the following actions will be undertaken to convert this Interim Travel Plan to a Full Travel Plan:

- Undertake travel surveys and produce a survey analysis;
- Produce the FTP six months after occupation of the development. This includes revising the SMART targets as necessary.
- Confirm site specific Action Plans of measures that will be informed by the survey results to deliver the targets and objectives. The Action Plans will put forward the set of measures in a responsibility and monitoring mechanisms; and
- Confirm specific dates (month / year) when ongoing travel surveys and reviews of the Full Travel Plans and Action Plans will be undertaken.

7.2 TRAVEL PLAN CO-ORDINATOR

7.2.1. Appointing a Travel Plan Co-ordinator (TPC) is a requirement of a FTP. The TPC implements the travel measures and sustains interest and participation in the FTP.

7.2.2. The FTP will determine the mechanism to appoint the TPC, who usually is:

- A Travel Plan Officer from the Council funded by a developer contribution; or
- A Representative from the developer (Highly likely to be this given EPIL's sustainable aspirations).

7.2.3. The TPC for the development will be available to employees and their contact details will be provided when requested. The TPC will be responsible for the day-to-day management of the FTP. Specific responsibilities of the future TPC could potentially include:

- Produce and distribute Travel Packs to employees and provide details of the FTP;
- Liaise with employees to explain the objectives and benefits of the Travel Plan, which includes bringing an awareness of the travel strategy, encouraging participation where possible and advising on sustainable travel access options;

- Distribute, collect and analyse travel surveys for employees and visitors, in line with a timetable agreed in the FTP;
- Actively encourage employees and visitors to walk, cycle or use public transport and ensure they are aware of all sustainable access options;
- Be the point of contact and on-going liaison with outside bodies such as LCC; and
- Acquire supporting information such as public transport timetables and cycle maps to be distributed to employees.

8 TRAVEL PLAN MEASURES

8.1 INTRODUCTION

8.1.1. In order for an ITP to be successful in persuading people to use sustainable and active modes of travel in favour of the car, it is necessary to introduce a varied mix of incentives, a combination of hard and soft measures. The measures considered in this ITP are described below.

8.2 PHYSICAL MEASURES

8.2.1. Key improvements being brought forward as part of the development proposals include:

- 140 new secured and sheltered cycle parking;
- Cycling facilities, including showers, lockers, changing rooms, e-bike battery charging facilities, etc;
- Future ready cycle parking provision, with land of the public realm design identified for future parking expansions;
- Enhanced traffic free public realm area;
- Removal of the Bay Arena Car Park, a 78 spaces and 24-hour accessible car park which shares access with the promenade;
- Replacement of on street parking on Marine Road Central by time limited bus and coach drop off and pick up area;
- Real time transport information screens to be provided on the visitor centre;
- Free shuttle bus running to and from the proposed development and the off site car park located at the M6 Junction 34 Caton Road Park and Ride;

8.3 TRAVEL PLAN MEASURES

8.3.1. It is difficult to be prescriptive about specific FTP measures given that detailed information about the future employee travel characteristics are not known yet.

8.3.2. Following the full occupation of the site, a travel questionnaire will be handed to staff in order to develop a site and user specific Action Plan.

8.3.3. Notwithstanding this, an annual budget will be allocated to develop and bring forward the identified measures within the FTP.

8.4 WALKING MEASURES

8.4.1. The following measures will be considered in the FTP to encourage and promote walking:

- Travel Welcome Packs distributed to employees that will include information and advice regarding safe pedestrian routes. This can include desire lines being mapped on plans showing safe and comfortable routes to and from various transport drop off points (off-site car park, bus stops and railway stations);
- Identifying any common areas travelled to by employees which are suitable for walking and produce walking maps specific to those routes and identify areas along walking routes which are deterrents to potential walkers;
- The TPC could liaise with the Highways Authority to ensure that the key pedestrian desire lines identified are appropriately maintained, as well as to report maintenance requirements;

- Put up signs showing the direction and distance or time it takes to walk to the site on key walking routes (e.g. transport hubs);
- Setting up a Walking User Group (WUG). This would be effective if an enthusiastic walker on the site co-ordinated the WUG and promoted and encouraged walking;
- Guaranteed free ride home for walkers in case of an emergency;
- Ongoing promotion of walking and promotion of online resources including:
  - Internal newsletter
  - **www.walkit.com** Urban walking route planner
  - **https://www.verywellfit.com/tips-for-walking-to-work-3435887**10 tips for walking to work.

8.5 CYCLING MEASURES

8.5.1. The following measures will be considered in the FTP to encourage and promote cycling:

- Travel Welcome Packs distributed to employees that will include information and advice regarding safe cycling routes. This can include desire lines being mapped on plans showing safe and comfortable routes to and from various transport drop off points (off-site car park, bus stops and railway stations);
- Identifying any common areas travelled to by employees which are suitable for cycling and produce cycling maps specific to those routes and identify areas along cycling routes which are deterrents to potential cyclists;
- The TPC could liaise with the Highways Authority to ensure that the key cycling desire lines identified are appropriately maintained, as well as to report maintenance requirements;
- Put up signs showing the direction and distance or time it takes to cycle to the site on key cycling routes (e.g. transport hubs);
- Setting up a Bicycle User Group (BUG). This would be effective if an enthusiastic cyclist on the site co-ordinated the BUG and promoted and encouraged cycling;
- Providing incentives to support and encourage the uptake of cycling; for example, investigate the possibility of providing discount vouchers for cycling equipment to those employees where 50% of their journeys to work are made by cycling;
- Joining a *Cycle to Work* scheme that provides tax-free bicycles and gear to cyclists;
- Guaranteed free ride home for cyclists in case of an emergency;
- Ongoing promotion of cycling and promotion of online resources including:
  - Internal newsletter
  - **https://www.lancashire.gov.uk/leisure-and-culture/cycling/cycle-routes/LCCV** LCC website for cycling

8.6 PUBLIC TRANSPORT MEASURES

8.6.1. The following measures will be considered in the FTP to encourage and promote public transport:

- Travel Welcome Packs distributed to employees will include information on public transport accessibility, including bus stop locations, bus timetables, route maps to the railway station, resources for seeking train times, and concessionary fare information;
- Providing public transport information updates to all employees when, for example, there are changes to public services or new services are being introduced which would benefit them; and

- Educating employees on the importance of using public transport as an alternative to the car for the array of benefits that this can bring, including health and environmental benefits.
- Interest free loans for season tickets;
- Investigate subsides for bus / train tickets;
- Encourage staff to use public transport for business travel;
- Promotion of useful websites or collation of material from such websites that will be provided to employees, such as:
  - **https://www.lancashire.gov.uk/roads-parking-and-travel/public-transport/bus-timetables/** LCC website for bus information
  - **https://www.nationalrail.co.uk/stations_destinations/MCM.aspx** National Rail information on Morecambe Rail Station
  - **https://www.nationalrail.co.uk/stations/LAN/details.html** National Rail information on Lancaster Rail Station

8.7 CAR SHARING MEASURES

8.7.1. Car sharing scheme target would be journeys to work amongst employees from similar locations. The following measures will be considered in the FTP to encourage and promote the use of car sharing on those journeys made by car:

- Measures to raise the profile of car sharing such as providing promotional literature in the Travel Welcome Packs;
- Provide a car share database for staff, where employees can view offers and requests for lifts from their colleagues.
- Advertising campaign involving regular car sharers in which they mount a small sticker to their vehicle to advertise that they are willing to car share with fellow employees. This will spread awareness throughout the site by publicising this scheme;
- Promoting the benefits of car sharing associated with financial savings, social benefits associated with getting to know people etc; and
- Providing incentives for the uptake of car sharing, for example, providing a free car wash at a local garage once a month for employees that are proven to car share often.
- Priority parking. This could be in the form of allowing only car shares to park at the identified car parks within the TA;
- Guaranteed ride home for car shares in case of an emergency.

8.8 MEASURES FOR SUSTAINABLE MODES OF TRANSPORT

8.8.1. The following are measures that will be considered in the FTP to encourage the use of sustainable and active transport amongst employees:

- Travel Welcome Packs will be distributed to all new employees which will promote all modes of sustainable transport; and
- Investigating other financial / reward based incentives that may encourage employees to use sustainable and active travel following completion of travel surveys.

8.9 ACTION PLAN

8.9.1. As part of the FTP process, the package of measures adopted to increase sustainable and active travel like those considered above will be defined in an Action Plan. The Action Plan will be the

mechanism for working towards achieving the target indicators for each mode of transport aligned with delivering the aim of the FTP.

8.9.2. The Action Plan created for EPN will illustrate the implementation programme for the proposed measures, including the roles and responsibilities, timescales for delivery (date of completion), and how each action will be evaluated. The communication and marketing tools used to promote each measure will also be provided in the Action Plan.

8.9.3. Table 8-1 shows the expected actions, responsibilities, timescales and indicators of the Action Plan.

Table 8-1 – Action Plan Timeline

Action Plan			
Action	**Responsibility**	**Timescale**	**Indicator / Success**
Management, Monitoring and Review			
Travel Plan Co-ordinator (TPC) assumes role	TBC	3 months from completion	TPC appointed within timescales
Undertake baseline travel surveys	TPC	3 months from completion	Survey undertaken
Produce Full Travel Plan	TPC	6 months from completion	Full Travel Plan produced and approved by LCC
Annual Review	TPC	12 months after FTP completion	Update Full Travel Plan accordingly
Measures and Initiatives			
Production and distribution of Travel Welcome Packs (TWP)	TPC	6 months from completion	TWP produced and distributed to staff
TPC liaison with employee via emails, staff inductions, etc	TPC	On-going after FTP completion	Employees aware of Travel Plan and encouraged to engage
Personalised travel planning advice	TPC	On-going as required after FTP completion	Employees provided with personalised travel planning advice as required
Employee walking, cycling and car sharing user groups set up and promoted	TPC	In line with FTP completion	Database in place, increase in number of employees walking, cycling and car sharing
Programme of sustainable travel events distributed to staff	TPC	On-going after FTP completion	Employees aware of events and encouraged to engage
Negotiation and provision of incentives to support and	TPC	On-going after FTP completion	Incentives made available to employees, increase in

Action Plan

Action	Responsibility	Timescale	Indicator / Success
encourage walking, cycling, public transport and car sharing			number of employees walking, cycling, using public transport and car sharing
Liaison with LCC regarding pedestrian and cycle desire lines and routes	TPC	On-going after FTP completion	Potential improvements identified, increase in number of employees walking and cycling
Monitoring of on-site pedestrian and cycling facilities and associated discussions with users	TPC	On-going after FTP completion	Improvement of pedestrian and cycling facilities as required

9 COMMUNICATION, MARKETING AND MONITORING

9.1 MARKETING STRATEGY

9.1.1. A communication and marketing strategy developed to support the Full Travel Plan will ensure:

- Awareness of the Travel Plan amongst employees and visitors at the site;
- Promotion of the package of measures contained in the Action Plan; and
- Provision of travel information from the outset and consistently throughout the lifespan of the FTP and an awareness of the sustainable and active travel options available.

9.1.2. The communication and marketing strategy communicates the FTP to all employees to raise awareness of its contents. This publicises its outcome objectives, targets and the package of measures being delivered.

9.1.3. The communication and marketing strategy should be effective in keeping the FTP visible and relevant to employees. The strategy will be the responsibility of the Travel Plan Coordinator and will be fully developed on completion of the FTP. Key aspects of the strategy include:

- Maintaining confidence in the FTP among employees. This can be achieved by monitoring the effectiveness of the measures and amending them when problems are encountered;
- Regularly communicating with employees to remind them of the FTP;
- Making the TPC easily contactable for employees to resolve issues with changing modes of travel;
- Ensuring all travel information available is up to date; and
- Developing a successful feedback procedure for the purpose of developing the FTP that will consider the views of all employees.

9.2 MARKETING MATERIAL

9.2.1. Publicity material within the Travel Packs and made available by the TPC could include:

- Contact details of the TPC;
- Sustainable and active travel advice and information;
- A list of further travel resources, online or offline;
- Questionnaires, letters and leaflets relevant to the objectives of the Travel Plan; and
- Quarterly employee newsletters and bulletins providing updates on the FTP, updated travel information, and success stories, etc.

9.2.2. The TPC must identify the most effective way of conveying messages to employees, whether this is for example electronically via email or website, or via noticeboards.

9.2.3. Further to this, the platform used to promote and communicate the FTP should be accessible to all.

9.3 MONITORING STRATEGY

9.3.1. A monitoring strategy will advise on the effectiveness of the FTP measures and inform where any additional actions might be taken. A monitoring strategy that regularly tracks progress of the measures in achieving the SMART targets enables proportionate and appropriate adjustments to the FTP.

9.3.2. The monitoring strategy might consist of an employee travel survey, a database of evidence, regular progress reports and updates to the FTP.

9.3.3. It is important to recognise that this unique development will have the ability to capture real time travel data from all its visitors through the proposed timed controlled and advanced booking system.

9.3.4. In regards of the visitor monitoring strategy, the timed controlled and advanced booking system will provide real time information on their travel patterns, allowing for an interactive FTP to be developed.

10 NET ZERO TRANSPORT STRATEGY

10.1 INTRODUCTION

10.1.1. The Eden Transport Strategy has been developed upon the Eden Transport Vision. Collaboration with statutory and non-statutory stakeholders has been key to develop a transport strategy that aligns with the proposed development ethos and sustainability aspirations whilst providing a realistic Opening Year solution that complies with planning policy.

10.1.2. Furthermore, 3Adapt (appointed sustainability consultant for the proposed development) has played a key role on developing a collaborative a Net Zero Strategy for each of the design elements of the proposed development.

10.2 BREEAM

10.2.1. The proposed development is aiming to achieve a series of regenerative sustainability certifications, including:

- Net Zero Carbon Building;
- Truly Net Zero;
- BREEAM 'Excellent'; and
- Resource Strategies.

10.2.2. Within the BREEAM accreditation, the proposed development is targeting an 'Excellent' rating whilst exploring opportunities for targeting 'Outstanding' rating in later design stages.

10.2.3. In regards of Transport, the BREEAM target is a perfect score, achieving the maximum number of Transport scores possible. Further information can be found on the BREEAM documentation being submitted as part of this planning application.

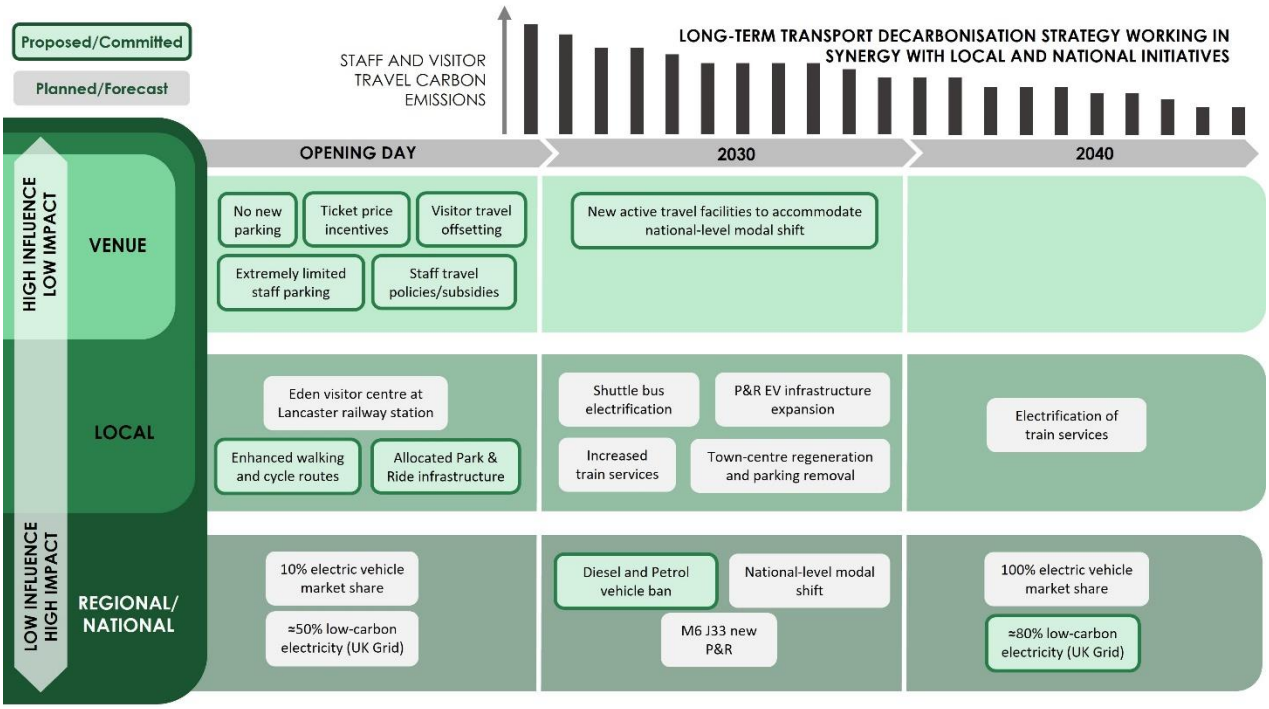
10.3 NET ZERO TRANSPORT STRATEGY

Introduction

10.3.1. The Eden Transport Strategy is a live Strategy that not only sets out the transport solution for the Opening Year. It also sets out a roadmap of Net Zero initiatives that will come forward in order to deliver a Net Zero Transport Strategy and fully carbon neutral transport solution for the proposed development as set out in this Chapter.

10.3.2. Figure 10-1 below shows the Net Zero Transport Strategy Roadmap covered in this section. This describes the internal and external initiatives described above that will come forward over the coming years.

Figure 10-1 - Net Zero Transport Strategy Roadmap



Ticketing Incentives

10.3.3. Subject to the selected method of travel, the entry ticket to the proposed development will vary to recognise the environmental impact of the travel method as per Eden Project (Cornwall). This could consist of direct discounts on active travel and sustainable transport tickets, or vouchers to redeem part of the expenditure at the proposed development (e.g. food and beverage, gift shop etc).

10.3.4. This would promote active travel and sustainable transport. For those travelling by car, it will promote the usage of the M6 Junction 34 Park and Ride car park instead of driving into Morecambe.

Local, Regional and National Policy

10.3.5. A series of local, regional and national policies will play a key role in enabling the proposed development to achieve a Net Zero Transport Strategy.

10.3.6. At a local level, the Lancaster Climate Emergency Declaration in 2019 has set out a commitment to becoming net zero by 2030 and undertaking a Climate Emergency Local Plan Review, *"carefully considering the Local Plan and how we can best develop the District and address climate adaption, mitigation and resilience."* This Review will focus on modal shift opportunities, particularly on urban areas.

10.3.7. This will promote active travel and public transport trips, enhancing the modal share of the proposed development visitors. Particularly on the last mile of their journey, aligning the with Eden Transport Vision.

10.3.8. At a national level, the UK Government has approved a two-phased approach to ending the sale of new petrol, diesel and hybrid cars and vans. Step 1 will see the phase-out date for the sale of new

petrol and diesel cars and vans brought forward to 2030. Step 2 will see all new cars and vans be fully zero emissions at the tailpipe from 2035.

10.3.9. As a result, it can be assumed that private vehicle trends will experience a significant decrease in fossil fuels in the next 10 years as manufactures start to prepare and adapt to this policy ban. This will reduce the amount of fossil fuel vehicles travelling to the proposed development year after year.

10.3.10. Other local, regional and national documents such as the *'Decarbonising Transport, Setting the Challenge'* and the recently published *'Transport Decarbonisation Plan'* set out the details for any future policies and technologies uptake, allowing for a decarbonisation of the wider transport network.

10.3.11. This will contribute to achieve the Net Zero Transport Strategy described in this chapter.

Rail

10.3.12. The existing rail services between Lancaster and Morecambe are not regular. Through engagement, SLC Rail (Lancaster CC rail consultants) have identified the possibility of introducing a 30-minute frequency timetable between Lancaster and Morecambe that could be implemented without the need for any development nor infrastructure costs, just making use of the existing infrastructure. This would attract even more rail visitors to the proposed development.

10.3.13. Furthermore, the existing railway between Lancaster and Morecambe is not electrified. Therefore, despite visitors using a public transport service, this would not be carbon neutral. However, there is an aspiration amongst many stakeholders and EPN itself to provide electrified trains on this service. Whether this is undertaken by battery powered trains or through electrification of the railway line, this would still reduce the carbon emission of the rail services to and from Morecambe.

Buses and Coaches

10.3.14. The proposed shuttle bus will be directly managed by EPIL (or an appointed operator). There is a clear aspiration for this to use non fossil fuels. The EPIL team will continue to engage with relevant stakeholders, operators and manufactures to ensure that a non-fossil fuel shuttle bus is provided for the proposed development.

10.3.15. Whilst EPN would have very little control over private buses and coaches visiting the proposed development, it could be assumed that these would become more sustainable vehicles as time passes by.

10.3.16. However, as set out in the Visitor Groups Strategy, the booking system will recommend the most appropriate route for private buses and coaches depending on a series of factors, including their origin.

Parking

10.3.17. The Eden Parking Strategy sets out in detail how the parking solution for the proposed development would operate on the Opening Year and in the future. Whilst making use of the existing infrastructure is essential, it also recognises that EPIL and the Council would not only be able to control and manage who can park on the town centre (e.g. low emissions vehicles), but that there is an aspiration to reduce the parking demand in the town centre that aligns with the points set out in the Transport Vision, Transport Strategy and Net Zero Transport Strategy.

10.3.18. The M6 J33 HIF proposals would see the construction of a new Park and Ride by the M6 J33, which could shift some of the existing parking demand at J34 to J33. Potentially increasing the EPN parking availability at the J34 P&R. Further details are set out within the Eden Parking Strategy.

10.3.19. Notwithstanding this, the rail industry would also improve their services to Morecambe in the future as set out in this section. This would lead to a lower car trips to the proposed development, also reducing the need for parking.

10.3.20. One of the most important parking topics, which could potentially damage the proposed development engagement across local residents and the general public is the provision of employee parking. In fact, this has been recognised by the planning authority on other aspects of the scheme ("aspiring to and delivering highly sustainable development (zero to low carbon) would no doubt positively reflect the general ethos of Eden too."). It is assumed that EPN would recruit locally, and as a result, there is no reason why it could not be expected for the majority of the employees to commute by active and public transport modes. Therefore, the typical parking demand exercise of using existing census data would not be valid. Instead, a very low parking provision for those who rely on a private vehicle to commute, and have no alternative option, would be made. This has the effect of decreasing the employees parking demand from 120+ spaces to just a few spaces. The Travel Plan does cover the different measures and initiatives that will be put in place to achieve this.

Use of existing underutilised infrastructure

10.3.21. The first core principle of the Eden Transport Vision recognises the need of using existing underutilised infrastructure. This is widely embedded in the Eden Transport Strategy, and the Eden Parking Strategy in particular.

10.3.22. In order to achieve the Net Zero Transport Strategy from the Opening Day, it is essential to use existing underutilised infrastructure that will no longer be used by the proposed development in the future. In this regard, using existing underutilised car parks is the most optimum and sustainable solution. Building new car parks for the Opening Year when there is parking capacity at existing car parks is not appropriate. More importantly, building new car parks for the Opening Year is not appropriate neither in light of the Net Zero Transport Strategy, as the Opening Day modal share will significantly change over the coming years. This will significantly reduce the reliance upon private cars to travel to the proposed development.

Development Proposals

10.3.23. The proposed development would act as a major regeneration catalyst for Morecambe and the wider region. Through exhaustive engagement with stakeholders and the local community, it is evident that infinite partnership opportunities have arisen and will continue do so. These partnerships will help to bring forward multiple regeneration and public realm proposals across the region.

10.3.24. For example, the regeneration of the Festival Market area into a modern and large public realm space that welcomes visitors to Morecambe and creates opportunities to host different events. This will be followed by changes to limit traffic levels across the town centre and the promenade.

10.3.25. EPIL would offer their help to Lancaster CC, Lancashire CC and all other stakeholders and neighbours to work collaboratively on all development proposals that would provide a wider positive benefit to the region.

Summary

10.3.26. The Net Zero Transport Strategy covered in this section describes some of the multiple internal and external initiatives that will come forward over the coming years. This has been based on the experience gained for over 20 years at Eden Project Cornwall, where the development acted as a significant wider catalyst for the sustainability agenda of the region.

11 SUMMARY

Introduction

11.1.1. WSP have been instructed by Eden Project International Ltd (EPIL) to provide transport and highways advice in support of a planning application for the proposed development of Eden Project North (EPN) in Morecambe, Lancaster.

11.1.2. The planning application will seek full planning permission for the following development:

"Demolition of existing buildings and proposed construction of major mixed leisure development in association with Eden Project (including use classes E, F1 and F2 and Sui Generis), public realm, landscaping, car parking and associated infrastructure and engineering works"

11.1.3. The following maximum development parameters have been set for the development and the Environmental Impact Assessment (EIA) will be prepared on this basis:

- Maximum building height of 37.3m AOD;
- Maximum building footprint of 18,000sqm (GEA);
- Maximum visitor numbers of 1 million per annum with an estimated average of 760,000 per annum. There will be timed ticketing to control visitor flows. The proposed development has been designed to accommodate a maximum of 4,000 visitors per day. Feasibility studies indicate an estimated average of 100 days per annum of up to 3,750 visitors; 200 days per annum of up to 2,500 visitors; and 60 days per annum of up to 1,250 visitors. There will be a maximum of 750 visitors per hour accessing the site.
- Maximum core hours of operation (main site):
  - Daily: 09:00 – 21:00
- Maximum hours of operation (main site – summer time):
  - Daily: 09:00 – 00:00
- Maximum 6,000-person capacity outdoor arena to host up to 8 late evening events per calendar year (summer months only) during the following hours:
  - 18:00 – 00:00 (music finishing at 23:00)
- A canopy-like structure primarily to provide weather protection for visitors plus flexible spaces that can potentially accommodate Class E food and beverage and retail outlets, house renewable energy technologies and/or provide sheltered cycle parking.

11.1.4. No development will take place outside the site's red line boundary as part of these proposals with the exception of highway works on Marine Road Central as described in the Transport Assessment (TA); works which would be subject to separate approval under s278 of the Highways Act 1980. EPIL will work with Lancaster City Council (Lancaster CC) and Lancashire County Council (Lancashire CC) to secure future enhancements as part of the wider transformation of the local area.

11.1.5. An indicative opening year for the development has been given as spring 2024. The site is anticipated to be built over approximately a 2-year period.

11.1.6. However, it should be noted that whilst Eden Project (Cornwall) is the most similar major leisure attraction to the proposed development, using it as the sole benchmark is not considered to be

appropriate. This is because Eden Project (Cornwall) sits within a low population density region and benefits from significant adjacent land to continue developing and incorporating new solutions, whereas the proposed development is to be located in a town centre location, within an urban environment and a clearly defined site area.

11.1.7. A comprehensive process of statutory and non-statutory stakeholder engagement has been undertaken by WSP over the last 28 months, including:

- Lancashire County Council (Highways, Traffic, Infrastructure, Parking and Public Transport teams);
- Lancaster City Council (Parking, Economic Growth and Regeneration and Planning teams);
- Highways England;
- Sustrans;
- Network Rail;
- Northern Railway;
- Avanti West Coast;
- SLC Rail (Lancaster CC rail consultants);
- Stagecoach;
- The Long Distance Walkers Association;
- Genecon (authors of the Outline Business Case);
- Planning Solutions Consulting Limited (Leisure Consultant);
- Trivandi (Project Manager);
- Grimshaw (Architect),
- TEP (Landscape Architect);
- Buro Happold (Civil Engineering); and
- WSP (different disciplines).

11.1.8. Since April 2019 WSP has undertaken a series of key documents and milestones that have helped in the production of this Travel Plan (TP) as set out below:

- Environmental Impact Assessment Transport Scope (June 2019);
- Initial Visitor and Employees Trip Generation and Distribution Technical Note (August 2019);
- Transport Group Meeting where the proposed methodology was presented. This was held on 12/09/2019 and the following stakeholders attended:
  - Lancashire County Council (Highways, Traffic, Infrastructure, Parking and Public Transport teams);
  - Lancaster City Council (Parking, Economic Growth and Regeneration and Planning teams);
  - Highways England;
  - Atkins (Highways England consultant)
  - Network Rail;
  - Northern Railway (invited, did not attend this first meeting);
  - SLC Rail (Lancaster CC rail consultants);
  - Stagecoach;
- Engagement with Lancashire CC (Highways, Traffic, Infrastructure, Parking and Public Transport teams);
- Engagement with Lancaster CC (Parking, Economic Growth and Regeneration and Planning teams);

- Two-day site visit to Eden Cornwall to understand existing transport strategy and logistic operations (February 2020);
- Engagement with multiple stakeholders as summarised above;
- Support to the Outline Business Case;
- Transport Assessment Scope (April 2021);
- Developed the EPN Transport Strategy; and
- Developed the EPN Parking Strategy;

11.1.9. A Travel Plan (TP) is a site-specific strategy and action plan for managing multi-modal access and travel to a site or development which focuses on promoting travel by sustainable and active modes of transport. Travel Plans are concerned with changing the travel behaviours of site users to reduce the number and length of motorised journeys and increase travel by walking, cycling and public transport.

11.1.10. This is a site-specific TP for the proposed development which outlines the following:

- Methods proposed to reduce the number of employees and visitors travelling to and from the site by car;
- Timescales for surveying employees and visitors travel patterns following occupation of the site; and
- The measures that will be used to monitor the effectiveness of the Travel Plan in its objective to reduce the volume of private car trips to the site.

11.1.11. Employees and visitors arising from the development proposals cannot be surveyed at this time to determine the baseline accessibility requirements, as all individuals and their potential travel patterns highlighted in the TA cannot be predicted with total certainty currently unknown. Consequently, an Interim Travel Plan (ITP) is appropriate for the proposed development at this stage in the planning process.

11.1.12. However, it would be beneficial to capture a comprehensive baseline travel situation which includes all future employees to ensure an effective Full Travel Plan (FTP) can be implemented once the development has fully opened.

11.1.13. It is proposed that this ITP will be extended to a FTP within **six** months of full occupation.

11.1.14. This timescale follows national guidance outlined in the GPG. This ITP outlines the majority of the requirements of a FTP and outlines a commitment to assist in delivering an effective FTP for the site.

Benefits of a Travel Plan

11.1.15. Whilst this document does not suggest there are specific issues with any of the below topics which need to be addressed, there are still numerous benefits that can arise from implementation of a Travel Plan at the proposed development. The potential benefits are:

- Safety, health and wellbeing;
- Accessibility;
- Local environment; and
- Other.

Proposed Development

11.1.16. EPN will be a time controlled and advance booking major leisure attraction where the number of visitors per day and hour will be limited. These figures have been reported after numerous feasibility studies carried out by EPIL and the appointed leisure consultant Planning Solutions Consulting Limited (PSCL).

11.1.17. The predicted maximum visitors per hour is the optimum number of visitors entering the proposed development to ensure the optimum visitor experience. Although the building has been designed to accommodate a maximum entry flow of 750 visitors per hour, the visitor experience would be enhanced when the predicted maximum is not exceeded.

11.1.18. As it can be seen, the 100 peak days will occur on summer holidays, school holidays, bank holidays, summer weekends, school holiday weekends and bank holiday weekends. It is important to note that for two thirds of the year, a maximum of 1,250 to 2,500 visitors per day will be attracted by the development proposals.

11.1.19. It should be noted that not all 100 peak days are likely to attract 3,750 daily visitors. There will be *'super peak days'* within the peak season which attract up to 3,750 daily visitors, but many of the 100 peak season days will attract much less than 3,750 daily visitors.

11.1.20. The proposed development will directly employ circa 417 full time equivalent employees. It is expected that the maximum number of employees on site at any given time would be circa 280.

11.1.21. A clear aim of EPN is to provide local employment opportunities wherever possible, and as such the large majority of employees are expected to live locally in Morecambe and Lancaster. Including directorate.

Transport Principles

11.1.22. It is important to highlight that this TA covers a multi-modal transport strategy for the proposed development. This multi-modal strategy is *'live'* and will continue to evolve as EPIL has demonstrated at Eden Project (Cornwall), where over the past 20 years the site and transport strategy has continued to adapt to latest trends and technologies.

11.1.23. The Eden Transport Strategy has been developed based upon the Eden Transport Vision. Collaboration with statutory and non-statutory stakeholders has been key to develop a transport strategy that aligns with the proposed development's ethos and sustainability aspirations whilst providing a realistic Opening Year solution that complies with planning policy.

11.1.24. However, it needs to be acknowledged that a series of internal and external interventions (e.g. regeneration of the Festival Market area, better rail services between Lancaster and Morecambe and/or public transport integrated ticketing options) are anticipated to be brought forward by a range of parties, with full support from EPIL, following the submission of this planning application.

11.1.25. The Eden Transport Strategy, based on the time controlled and advance booking system, aims to position EPN as a leading example for progressive and healthy transport methods in the UK. It aims to provide clean, smooth, accessible, fun and active alternatives to the traditional transport strategies of reliance upon the private car.

11.1.26. This TA shows how visitor and employee numbers translate into demand for transport and how we intend to address such demand. The EPN Team have worked alongside both Lancaster CC and

Lancashire CC to ensure the existing transport network is optimised and aligned with the anticipated growth of the wider region and the Eden Transport Vision.

11.1.27. The proposed development will also benefit from enhanced capacity in the area created by recent local transport investments in infrastructure improvements through the Housing Infrastructure Fund (HIF) scheme at the M6 Junction 33 and possible future regeneration schemes from the next generation of regional town deals.

11.1.28. From a transport perspective, the OBC submitted to HM Government demonstrated that the use of existing assets means that the proposed development can be developed without extensive transport infrastructure or operations costs, and that amenities needed can be overwhelmingly be supplied in a cost neutral manner by the partners involved. It demonstrates how any off site costs are therefore minimal and focused on relatively low cost items such as signing and wayfinding, and local upgrades to cycle or waking infrastructure as opposed to costly junction upgrades, new car parks or public transport schemes. This will be again demonstrated in this TA.

11.1.29. The key principle of the EPN Transport Strategy is to encourage people to arrive by non-car modes, particularly for their last mile element of the journey, there is also a practical reality that in the Opening Year many visitors will still seek to travel by car, as the rail industry will take time to be able to provide more frequent services between Lancaster and Morecambe to respond to increased demand created by the proposed development and the wider uplift it will bring. While Morecambe is not congested with a large proportion of visitors arriving by car, the aim is to intercept many car trips as they leave the Motorway at the M6 Junction 34, where there is an underused and recently built Park and Ride amenity. Others would use readily available underutilised existing parking in the town centre, with these two amenities being linked through ticketing to allow a dynamic and flexible response according to demands.

11.1.30. A time controlled and advance booking system will allocate visitors a specific time slot to arrive and enter the site. This will allow EPIL to control, manage and influence the visitors demand throughout the day and year, smoothing out traditionally large peak demand in terms of both days and hours. This will enhance the visitor experience by providing a smooth access to the proposed development, as well as effectively limiting the number of generated trips to the site.

11.1.31. As with all time controlled and advance booking systems, there will be some degree of flexibility to recognise visitors experiencing unexpected events on their journey to the proposed development (e.g. booked rail service delayed so visitor would arrive late to their booked time slot). However, visitors will be strongly encouraged to visit the proposed development at their booked time slot.

11.1.32. The time controlled and advance booking system is a way of spreading visitor numbers throughout the day to avoid any large peaks, enhancing the overall visitor experience.

11.1.33. This system was an innovative vision developed by EPIL in 2019 which was not commonly used amongst major leisure attractions at that time. However, the COVID pandemic and associated visitor limits have resulted in most leisure developments introducing time controlled and advance booking

systems. Some examples[10] include the Lancaster Castle and all Museums run by Lancashire CC[11], the recently opened RHS Bridgewater Garden, Chester Zoo, Alton Towers, Blackpool Pleasure Beach, The Forbidden Corner, Fell Foot Park and the Eden Project (Cornwall) itself. In Cornwall the EPIL team has learnt invaluable lessons on how to manage a time controlled and advance booking system, and how it can enhance the visitor experience to Eden Project (Cornwall) as visitors have been spread out across the day effectively removing the large arrivals peaks that used to occur in the early morning hours.

11.1.34. Whilst this pre-booked time controlled booking system was for many sites forcibly introduced in light of COVID Government guidelines, many sites have reported a positive experience and are likely to continue encouraging visitors to book their tickets in advance. Eden Project (Cornwall) will definitely be amongst those sites that will continue to do so, aligning with what was originally proposed in 2019 for EPN in Morecambe.

11.1.35. Subject to the selected method of travel, the entry ticket to the proposed development will vary to recognise the environmental impact of the travel method as per Eden Project (Cornwall). This could consist of direct discounts on active travel and sustainable transport tickets, or vouchers to redeem part of the expenditure at the proposed development (e.g. food and beverage, gift shop etc).

11.1.36. Visitors will have the opportunity at this stage of the booking process to raise any accessibility requirements such as assistance dogs, accompanying carers or blue badge parking.

11.1.37. This system will enable EPIL to control, manage and influence/incentivise how visitors travel to the proposed development. EPIL will know in advance how visitors will be travelling, how many rail visitors will be using Lancaster Railway Station or how many parking spaces will be required at each parking location on any given day, and this will allow EPIL to control, manage and influence the multi-modal transport demand in collaboration with both Councils and transport operators. The combination of a comprehensive and resilient transport network with capacity, combined advanced and dynamic ticketing plus limits on daily attendance allows EPIL to make use of existing underused resources in a sustainable manner.

11.1.38. The time controlled and advance booking system is not only a way to enhance visitor experience by limiting the number of visitors per hour a day. It is a realistic and modern sustainable solution to make best use of existing resources. Understanding in advance number of visitors, method of travel and origin will enable EPIL to collaborate with both Councils and relevant transport bodies to ensure that transport demand is accommodated accordingly. For example, EPIL would collaborate with Avanti West Coast if on a particular day large groups of visitors are expected to travel to Lancaster and Morecambe by train, as either additional rail/EPN staff may be required at Lancaster Railway Station.

11.1.39. This system is not only about transport and will enable EPIL to plan ahead regarding how many employees are required on site, how many meals they need to prepare or how much waste it will be

[10] The listed sites provide pre-booked time controlled booking systems as per July 2021.
[11] Museums run by Lancashire CC requiring pre-booked tickets include Clitheroe Castle, Gawthorpe Hall, Helmshore Mills Textile Museum, Judges' Lodgings Lancaster and Queen Street Mill Museum.

generated on any given day. These are just some examples of how controlling the visitor demand to a major leisure attraction enables to achieve a site-wide sustainable strategy.

11.1.40. Interestingly, Eden Project (Cornwall) has also introduced the option to pre-book lunch orders, which enables them to plan in advance more accurately kitchen employees and meals required for each day.

11.1.41. Historically, all these aspects were based on experience and historical data. However, time controlled and advance booking systems allows for a more accurate and sustainable planning and management, allowing EPIL to make use of resources in the most sustainable manner.

Active Travel and Sustainable Transport Strategy

11.1.42. The proposed development is located at the heart of the Morecambe promenade, a well-patronised traffic free corridor connecting Heysham and Hest Bank. This corridor forms part of the Lancashire Coastal Way, a long-distance footpath following the coast of Lancashire and the Morecambe Bay.

11.1.43. The traffic free environment of the site also includes cycling, a key activity along the Promenade. In fact, the Sustrans Route 69 (Way of the Roses) and 700 travel across the site. These routes connect Morecambe with Lancaster via a segregated traffic free route along the River Lune.

11.1.44. Morecambe Railway Station is located just 300 metres to the south of the proposed development. It provides regular services to Lancaster, Leeds and Heysham, where wider regional services are available.

11.1.45. Morecambe Bus Station is located on Central Drive next to the railway station, effectively forming a transport hub in the town centre. Local services connect Morecambe with Kendal, Lancaster, Preston and multiple local and regional destinations.

11.1.46. The Caton Road Park and Ride located at the M6 Junction 34 provides 650 car spaces for Park and Ride into Lancaster City Centre. Lancashire CC data suggests that this location does not only cater for Park and Ride users, as it also acts as a facility for car sharing into / out of Lancaster.

11.1.47. It can act as the key site that intercepts motorised trips into Morecambe and Lancaster thanks to its modern bus facilities and signalised toucan crossing points connecting the facility with the Way of the Roses for both pedestrians and cyclists.

11.1.48. The pedestrian isochrones show that the site is well connected to local and regional transport networks, including several bus stops, Morecambe Bus Station and Morecambe Railway Station, as well as the entirety of Morecambe Town Centre and key assets within it.

11.1.49. The cycling isochrones show that the site is well connected to local and regional transport networks, including Morecambe Bus Station and Morecambe Railway Station, as well as the entirety of Morecambe Town Centre and key residential areas as indicated below. This enables cycling trips to the proposed development to all employees living in Morecambe. As well as visitors to the proposed development staying overnight in the region.

11.1.50. As highlighted in the Transport Vision and the Transport Strategy, visitors arriving to the site by active travel modes will have certain benefits over car visitors (e.g. ticket discounts, Eden vouchers etc). In addition, visitors will have certain facilities such as:

- Cycle parking;
- Changing room;

- Drying facilities;
- Locker facilities; and
- Free e-bike battery charging whilst visiting the proposed development.

11.1.51. The Active Travel Strategy will focus on the immediate vicinity of the proposed development (the site and Marine Road Central). However, it will also focus on capturing potential walking and cycling trips to the proposed development from the Caton Road Park and Ride, the Lancaster Railway Station and from overnight visitors staying in the vicinity of the site.

11.1.52. As such, the existing staggered signalised pedestrian crossing in front of the Winter Gardens is proposed to be relocated circa 70 metres to the west to:

- Ensure EPN and Morecambe visitors have crossing facilities at the desire line from the Promenade and the Railway Station, Bus Station and several car parks in the town centre;
- Align with wider town centre regeneration aspirations, where the *Flock of Words* may be slightly reconfigured to provide a more direct route between the Promenade and the Railway Station, Bus Station and several car parks in the town centre; and
- Provide space for safe drop off.

11.1.53. The proposed relocation is accompanied by the introduction of a drop off point and a build out to reduce the crossing distance between footways, removing the need for a staggered crossing. This is possible as on street parking on both sides of Marine Road Central is currently permitted.

11.1.54. All existing pedestrian and cycling movements around the site will be retained. The area shown in green will be available for permissive access all year to all users, regardless of being a ticket holder, a local resident or a Morecambe visitor.

11.1.55. Sustrans has been engaged in relation to the existing NCN Routes 69 and 700 (see Appendix B). After discussions, it has been agreed that Sustrans would like to introduce changes to both routes passing through the site to avoid duplication and confusion of cyclists. This would result in the NCN Route 69 (Way of the Roses) being realigned to start / finish by the existing Way of the Roses start / finish point to the southwest of the Midland Hotel. The NCN Route 700 will be slightly extended to connect with this point via the Promenade to the north of the Midland Hotel and the proposed development.

11.1.56. As part of the wayfinding and signage budget allocation, a series of wayfinding posts will be included around Morecambe Town Centre, the Promenade and the Way of the Roses indicating active travel directions to the proposed development.

11.1.57. Additionally, EPIL will continue to work with relevant stakeholders to introduce further active travel enhancements such as a bike hire scheme and bike taxi services for EPN visitors, local residents and Morecambe visitors.

11.1.58. The proposed development location can provide a key role in enabling multi-modal journeys thanks to the Morecambe Railway Station being located just 300 metres away. This will help in promoting linked rail journeys to both Morecambe and Lancaster and enabling the last portion of the trip to be undertaken on foot or bike.

11.1.59. The rail services across the north west, Lake District and wider big cities such as Edinburgh, Manchester, Birmingham and London robustly underpins the multi-modal transport strategy for visitors arriving to Morecambe from their homes and overnight locations.

11.1.60. The multitude of buses passing by and near the site and its frequency show that bus travel robustly underpins the multi-modal transport strategy for employees and visitors starting their trip from Morecambe and Lancaster.

11.1.61. Visitors using public transport will have the possibility of having integrated ticketing (which will continue to be investigated further after the submission of this planning application).

11.1.62. It is likely that local buses will mainly be used by employees and overnight visitors staying in the area, with visitor trips originating further afield making use of the existing rail services instead.

11.1.63. The current rail services between Lancaster and Morecambe have the capacity to accommodate the predicted number of visitors. However, the rail services are not as frequent and attractive as the EPN Net Zero Strategy is targeting.

11.1.64. Providing frequent and attractive rail services from Lancaster to Morecambe is one of the many long term solutions to achieve the Transport Vision and reduce the car modal share to an absolute minimum. SLC Rail (on behalf of Lancaster CC) is working in this regard to introduce regular services every 30-minutes, making use of existing infrastructure.

11.1.65. In order to do so, EPN will continue to work with both Lancaster CC and Lancashire CC, as well as with relevant public transport operators. Some of the initiatives to consolidate rail as the main transport mode to the proposed development may include an EPN welcome centre at Lancaster Railway Station, where EPN employees could welcome and entertain rail visitors whilst waiting for the train to Morecambe. This would not only provide a welcome point to visitors, but will reinforce the idea that rail is a viable solution to travel to the proposed development, as the visitor experience to EPN would start at Lancaster Railway Station.

Outcome, Objectives and Targets

11.1.66. The aim of the Travel Plan is to reduce reliance on the private car and achieve a lasting shift towards the use of sustainable travel modes to access the development, such as walking, cycling and public transport. The method for achieving this is throughout the provision of a package of measures to influence the travel behaviour of employees of the development.

11.1.67. The aims of this ITP are in line with local, regional and national policy which are to encourage the use of sustainable transport and to maximise the potential to walk or cycle to and from development site.

11.1.68. This ITP is a provisional document that covers the substantive element of a FTP. Specifically, this means the ITP will identify outcome objectives, interim targets and an initial package of measures.

11.1.69. The FTP for the proposed development, when produced, will streamline and improve upon the elements in the ITP based on staff and visitors travel surveys and consultation.

11.1.70. To achieve the aim of this ITP in line with national, regional and local transport aspirations, a series of objectives have been set.

11.1.71. The baseline for employees already provides a very high standard, as only 9.5% of employees are expected to commute by private car. However, this will be reviewed in the FTP and a series of objectives and measures will be put in place to reduce this figure even further over the coming years.

11.1.72. The Net Zero Transport Strategy set out in the TA describes in detail how visitors' modal split will evolve over the coming years. As a series of internal and external interventions will help reducing the private car modal share in favour of active travel and public transport modes. And rail in particular.

11.1.73. In particular, the Net Zero Transport Strategy and the Transport Principles look at different ways of how to encourage visitors to choose a sustainable transport method to visit the proposed development.

11.1.74. The overall target is to see a significant reduction in private car in favour of rail. However, this will be reviewed in the FTP and a series of objectives and measures will be put in place to reduce this figure even further over the coming years.

Management Plan

11.1.75. A FTP establishes employee and visitors travel patterns by carrying out tailored travel surveys.

11.1.76. The travel survey will include questions relating to an individual's reasons for choosing their current mode of transport; how they may prefer to travel; what would encourage them to walk, cycle use public transport or car share; what could be done to change their travel behaviour; and if there are any barriers that exist to choosing sustainable modes.

11.1.77. The travel survey will ensure measures are applicable and effective for reducing car use amongst site users.

11.1.78. Employees and visitors will also be invited to suggest ideas for measures to be added to the FTP to promote and increase active and sustainable travel. The FTP process aims to give the employees and visitors shared input and ownership of the Plan.

11.1.79. Appointing a Travel Plan Co-ordinator (TPC) is a requirement of a FTP. The TPC implements the travel measures and sustains interest and participation in the FTP.

11.1.80. The FTP will determine the mechanism to appoint the TPC, who usually is:

- A Travel Plan Officer from the Council funded by a developer contribution; or
- A Representative from the developer (Highly likely to be this given EPIL's sustainable aspirations).

Travel Plan Measures

11.1.81. In order for an ITP to be successful in persuading people to use sustainable and active modes of travel in favour of the car, it is necessary to introduce a varied mix of incentives, a combination of hard and soft measures have been considered, including:

- Physical measures;
- Travel Plan measures;
- Walking measures;
- Cycling measures;
- Public Transport Measures;
- Car sharing measures; and
- Measures for sustainable modes of transport.

11.1.82. As part of the FTP process, the package of measures adopted to increase sustainable and active travel like those considered above will be defined in an Action Plan. The Action Plan will be the

mechanism for working towards achieving the target indicators for each mode of transport aligned with delivering the aim of the FTP.

11.1.83. The Action Plan created for EPN will illustrate the implementation programme for the proposed measures, including the roles and responsibilities, timescales for delivery (date of completion), and how each action will be evaluated. The communication and marketing tools used to promote each measure will also be provided in the Action Plan.

Communication, Marketing and Monitoring

11.1.84. A communication and marketing strategy developed to support the Full Travel Plan will ensure:

- Awareness of the Travel Plan amongst employees and visitors at the site;
- Promotion of the package of measures contained in the Action Plan; and
- Provision of travel information from the outset and consistently throughout the lifespan of the FTP and an awareness of the sustainable and active travel options available.

11.1.85. The communication and marketing strategy communicates the FTP to all employees to raise awareness of its contents. This publicises its outcome objectives, targets and the package of measures being delivered.

11.1.86. The TPC must identify the most effective way of conveying messages to employees, whether this is for example electronically via email or website, or via noticeboards.

11.1.87. A monitoring strategy will advise on the effectiveness of the FTP measures and inform where any additional actions might be taken. A monitoring strategy that regularly tracks progress of the measures in achieving the SMART targets enables proportionate and appropriate adjustments to the FTP.

11.1.88. The monitoring strategy might consist of an employee travel survey, a database of evidence, regular progress reports and updates to the FTP.

11.1.89. It is important to recognise that this unique development will have the ability to capture real time travel data from all its visitors through the proposed timed controlled and advanced booking system.

11.1.90. In regards of the visitor monitoring strategy, the timed controlled and advanced booking system will provide real time information on their travel patterns, allowing for an interactive FTP to be developed.

Net Zero Transport Strategy

11.1.91. The Eden Transport Strategy has been developed upon the Eden Transport Vision. Collaboration with statutory and non-statutory stakeholders has been key to develop a transport strategy that aligns with the proposed development ethos and sustainability aspirations whilst providing a realistic Opening Year solution that complies with planning policy.

11.1.92. Furthermore, 3Adapt (appointed sustainability consultant for the proposed development) has played a key role on developing a collaborative a Net Zero Strategy for each of the design elements of the proposed development.

11.1.93. The proposed development is aiming to achieve a series of regenerative sustainability certifications, including:

- Net Zero Carbon Building;
- Truly Net Zero;

- BREEAM ‘Excellent’; and
- Resource Strategies.

11.1.94. Within the BREEAM accreditation, the proposed development is targeting an ‘Excellent’ rating whilst exploring opportunities for targeting ‘Outstanding’ rating in later design stages.

11.1.95. In regards of Transport, the BREEAM target is a perfect score, achieving the maximum number of Transport scores possible. Further information can be found on the BREEAM documentation being submitted as part of this planning application.

11.1.96. The Eden Transport Strategy is a live Strategy that not only sets out the transport solution for the Opening Year. It also sets out a roadmap of Net Zero initiatives that will come forward in order to deliver a Net Zero Transport Strategy and fully carbon neutral transport solution for the proposed development as set out in this Chapter.

11.1.97. Subject to the selected method of travel, the entry ticket to the proposed development will vary to recognise the environmental impact of the travel method as per Eden Project (Cornwall). This could consist of direct discounts on active travel and sustainable transport tickets, or vouchers to redeem part of the expenditure at the proposed development (e.g. food and beverage, gift shop etc).

11.1.98. This would promote active travel and sustainable transport. For those travelling by car, it will promote the usage of the M6 Junction 34 Park and Ride car park instead of driving into Morecambe.

11.1.99. A series of local, regional and national policies will play a key role in enabling the proposed development to achieve a Net Zero Transport Strategy.

11.1.100. The existing rail services between Lancaster and Morecambe are not regular. Through engagement, SLC Rail (Lancaster CC rail consultants) have identified the possibility of introducing a 30-minute frequency timetable between Lancaster and Morecambe that could be implemented without the need for any development nor infrastructure costs, just making use of the existing infrastructure. This would attract even more rail visitors to the proposed development.

11.1.101. Furthermore, the existing railway between Lancaster and Morecambe is not electrified. Therefore, despite visitors using a public transport service, this would not be carbon neutral. However, there is an aspiration amongst many stakeholders and EPN itself to provide electrified trains on this service. Whether this is undertaken by battery powered trains or through electrification of the railway line, this would still reduce the carbon emission of the rail services to and from Morecambe.

11.1.102. The proposed shuttle bus will be directly managed by EPIL (or an appointed operator). There is a clear aspiration for this to use non fossil fuels. The EPIL team will continue to engage with relevant stakeholders, operators and manufactures to ensure that a non-fossil fuel shuttle bus is provided for the proposed development.

11.1.103. Whilst EPN would have very little control over private buses and coaches visiting the proposed development, it could be assumed that these would become more sustainable vehicles as time passes by.

11.1.104. The Eden Parking Strategy sets out in detail how the parking solution for the proposed development would operate on the Opening Year and in the future. Whilst making use of the existing infrastructure is essential, it also recognises that EPIL and the Council would not only be able to control and manage who can park on the town centre (e.g. low emissions vehicles), but that there is

an aspiration to reduce the parking demand in the town centre that aligns with the points set out in the Transport Vision, Transport Strategy and Net Zero Transport Strategy.

11.1.105. One of the most important parking topics, which could potentially damage the proposed development engagement across local residents and the general public is the provision of employee parking. In fact, this has been recognised by the planning authority on other aspects of the scheme ("aspiring to and delivering highly sustainable development (zero to low carbon) would no doubt positively reflect the general ethos of Eden too."). It is assumed that EPN would recruit locally, and as a result, there is no reason why it could not be expected for the majority of the employees to commute by active and public transport modes. Therefore, the typical parking demand exercise of using existing census data would not be valid. Instead, a very low parking provision for those who rely on a private vehicle to commute, and have no alternative option, would be made. This has the effect of decreasing the employees parking demand from 120+ spaces to just a few spaces. The Travel Plan does cover the different measures and initiatives that will be put in place to achieve this.

11.1.106. The first core principle of the Eden Transport Vision recognises the need of using existing underutilised infrastructure. This is widely embedded in the Eden Transport Strategy, and the Eden Parking Strategy in particular.

11.1.107. In order to achieve the Net Zero Transport Strategy from the Opening Day, it is essential to use existing underutilised infrastructure that will no longer be used by the proposed development in the future. In this regard, using existing underutilised car parks is the most optimum and sustainable solution. Building new car parks for the Opening Year when there is parking capacity at existing car parks is not appropriate. More importantly, building new car parks for the Opening Year is not appropriate neither in light of the Net Zero Transport Strategy, as the Opening Day modal share will significantly change over the coming years. This will significantly reduce the reliance upon private cars to travel to the proposed development.

11.1.108. The proposed development would act as a major regeneration catalyst for Morecambe and the wider region. Through exhaustive engagement with stakeholders and the local community, it is evident that infinite partnership opportunities have arisen and will continue do so. These partnerships will help to bring forward multiple regeneration and public realm proposals across the region.

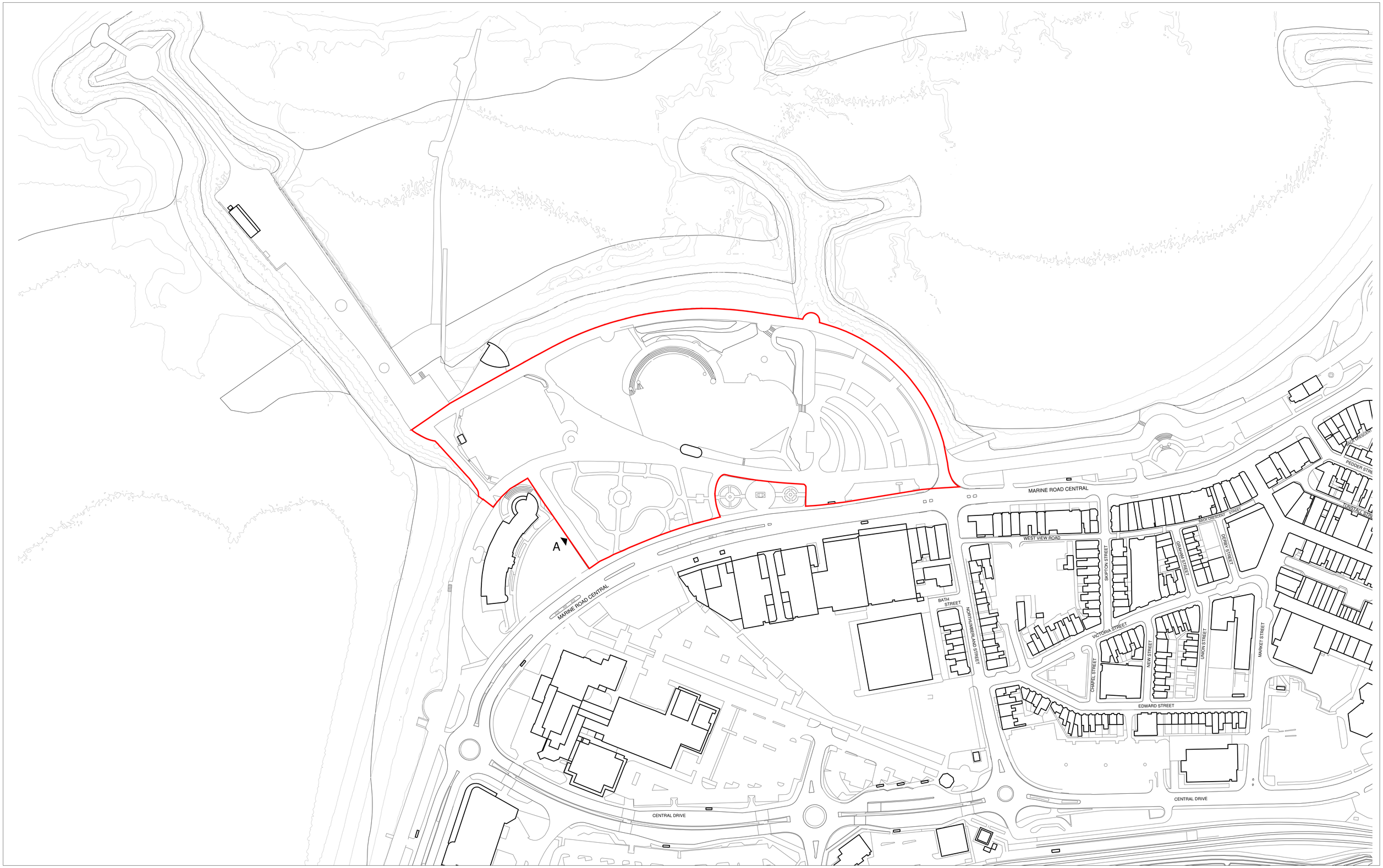
11.1.109. For example, the regeneration of the Festival Market area into a modern and large public realm space that welcomes visitors to Morecambe and creates opportunities to host different events. This will be followed by changes to limit traffic levels across the town centre and the promenade.

11.1.110. EPIL would offer their help to Lancaster CC, Lancashire CC and all other stakeholders and neighbours to work collaboratively on all development proposals that would provide a wider positive benefit to the region.

Appendix A

SITE LOCATION AND LAYOUTS

Public



Proposed Development Boundary

Boundary lines drawn to site survey information.

ARCHITECT

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DRAWING NOTICES

Do not scale - all dimensions to be checked on site. Grimshaw drawings to be read in conjunction with grimshaw and specialist specifications. Drawings to be read in conjunction with m&e, structural, fire and acoustic information.

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CLIENT
Eden Project International Ltd.

CONSULTANTS
(Multiple Disciplines) Engineer
Buro Happold

Landscape Designers
TEP

Structural Engineer
Schlaich Bergermann Partner

Planning Consultants
WSP

PROJECT NAME
Eden Project North

PROJECT NO.
17162

ADDRESS
Marine Road Central
Morecambe
LA4 4BU

REV	BY	DATE	DESCRIPTION
-	OMG	16.04.21	Issue for Information
-	OMG	25.06.21	Draft for Information
0	OMG	30.07.21	Draft 1 for coordination

KEY PLAN

NORTH

0 100m

DRAWING TITLE
Site Location Plan

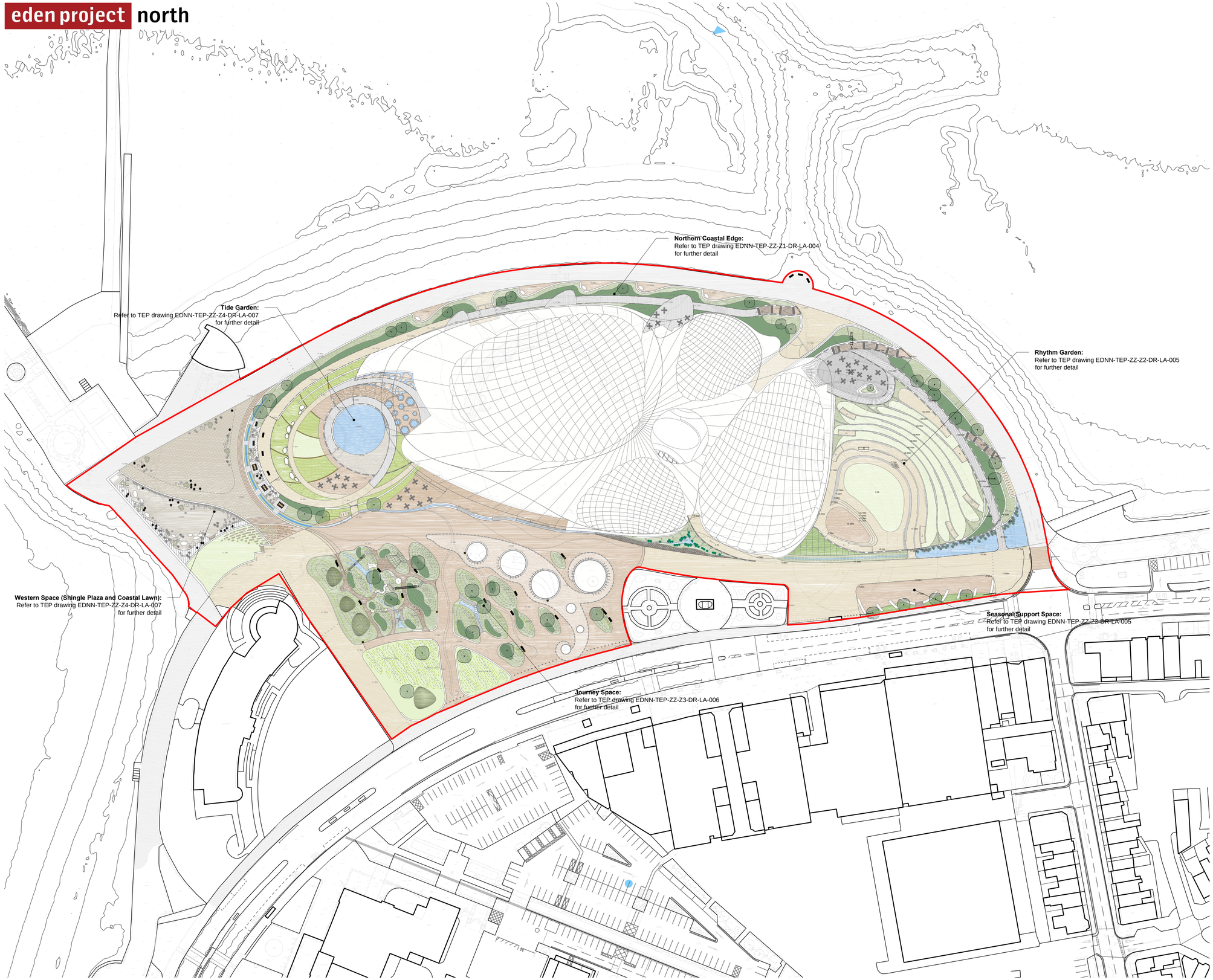
SCALE
1:1250 @A1

STATUS
Draft 1 for Coordination

DRW	CH	APPR	DRW DATE	REV
OMG	AB	JB	30.07.21	0

DRAWING NO.
A01 1001

eden project north



Key

Existing

- Trees to be retained
- Existing surfacing to be retained
- Old sea wall

Proposed

- Mown / low growing grassland
- Tall grassland
- Mixed coastal planting (native and ornamental)
- Shrubs
- Shingle gravel planting
- Rain garden planting
- Tree planting
- Water
- Water with marginal planting
- Natural stone paving
- Buff coloured asphalt
- Buff self-binding gravel
- Hardwood timber decking with bauxite resin strips
- Shingle gravel (10-35mm aggregate size) to match shingle colour mix on the beach
- Recycled plastic mesh reinforcement to shingle gravel surface
- Stacked recycled concrete slab and/or natural stone to create low cliff edge: 0.5-2.0m in height
- Steps
- Indicative landform contours
- Indicative slopes
- Hardwood timber picnic table
- Hardwood timber seat
- Pebble seat in timber or polished stone
- Moveable furniture to terraces
- Cycle stands
- Hardwood timber clad litter bin
- Stainless steel fixed bollards (anti-ram specification)
- Stainless steel automated retractable bollards (anti-ram specification)
- Flood protection gates
- Decorative metal gates (2.0m high)
- Balustrade/railings (for further detail refer to TEP Drawing: EDNN-TEP-ZZ-ZZ-DR-LA-009)
- 3.0m high sea foam canopy shelter
- 5.0m high energy pods with cycle stands integrated into the edge

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Rev	Description	Drawn	App	Date

TEP | THE ENVIRONMENT PARTNERSHIP

Genesis Centre, Birchwood Science Park, Warrington WA3 7BH
Tel 01925 844004 e-mail tep@tep.uk.com www.tep.uk.com

Project no.	Project name
8723	Eden Project North

Status
INFORMATION Draft 13/08/21

Title
Landscape General Arrangement

Drawing no.
EDNN-TEP-ZZ-ZZ-DR-L-001

Scale	Date	Rev
1:750@A1	25/06/2021	P01

Drawn	Checked	Approved
CAH/AJG	GDA	GDA

Appendix B

RELEVANT MEETING MINUTES

Environmental Statement

The planning application will be accompanied by a single Environmental Statement (ES) which will set out how the proposals can be accommodated in environmental terms and the benefits which are likely to arise as a consequence of the development. The proposed ES was scoped in summer 2019, with both the Local Authority and Highways England being consulted. The ES will set out:

- Step 1 (Baseline assessment): Assessment of the baseline conditions of the site, including any associated zones of influence beyond the site boundaries;
- Step 2 (Impact assessment): Consideration of the impacts of the development proposals, against the baseline conditions identified. This assessment will take into account the potential cumulative effects with existing or approved developments within the local area.

Chapter 14 of the ES will cover Traffic, Transport and Access to the development proposals. The aim of the ES chapter will be to identify, as far as reasonably possible, the nature of the transport changes within the area of the proposed development, to assess significance and to make appropriate recommendations. The assessment will include consideration of traffic impacts during construction as well as impacts during the operation of the proposed development.

The Transport Assessment and the Travel Plan will inform and form part of the ES.

Transport Assessment

The Transport Assessment will be a thorough document comprising the proposed following chapters:

1. **Introduction:** Will set out the required background, scope and methodology information, as well as the document purpose.
2. **Existing Conditions:** This will include existing conditions for active travel, public transport, highway network and traffic congestion issues. We will include a road safety section, which will review local accident records within the local area over the previous five years and identification of any trends, with a description of how the development will mitigate against any road safety impacts.
3. **Proposed Development:** A description of the development, including key figures such as seasonality, visitors a year, staff numbers and particularities of the site.
4. **Transport Principles:** Following the description of the development proposals, the Eden Project North Transport Principles will be described in detail. This will include the control and influence over visitors travel mode choices, origin and times of arrival. This section will set the scene for all transport interventions described across the document.
5. **Policy Review:** National, regional and local policy compliance. A review of all relevant policy and description of how the development complies with these policies.
6. **Trip Generation and Distribution:** This will be based on the work carried out over the last 24 months. It will draw upon the multi-modal gravity trip generation and distribution model work already undertaken to inform the Outline Business Case (OBC) submitted to central government. model described in the documents already produced. This model has been based on a wide range of datasets, including census data, similar sites data, leisure consultant expert market analysis and tourism data (STEAM and Visit Britain). A series of scenarios and assumptions have been produced to understand key figures that will dictate the trip generation and distribution.

- 76% of visitors will be *Day Visitors*, whilst the remaining 24% will be *Overnight Visitors (staying at least one night in the region (e.g. weekend in Morecambe, a holiday week in the Lake District, etc))*;
- A different modal share is applied to each type of visitors and origin. However, on average, the proportion of trips made by cars will range from 68% to 78%;
- The car occupancy rate is 3.0 passengers per car;

A worst case scenario of 100% of visitors travelling by car it is not proposed to be undertaken, as this would not follow the Eden Transport Vision (see Appendix A) and is considered highly unlikely to occur. The control over ticket sales will allow Eden Project North to understand and manage the transport demand in order to not have 100% of visitors travelling by car on any given day, for example by financial incentives to use non-car modes.

7. **Active Travel and Sustainable Transport Strategy:** Based on the Active Travel and Sustainable Transport Strategy document, this chapter will include a description and assessment of existing provision for pedestrians, cyclists and public transport. There will also be an assessment of opportunities for travel to the development by walk, cycle or public transport, and description of how the development will enhance the provision for travel by these modes. We will also describe incentives for staff and visitors to travel by active modes and public transport such as the proposed shuttle bus service and visitor benefits. We will produce annotated site context plans in context of the above.

8. **Parking Strategy:** This chapter will describe the dynamic parking solution agreed with both Lancaster and Lancashire Councils to use their existing underutilised parking facilities at Morecambe town centre and the M6 J34 Park and Ride. A separate Eden Parking Strategy document will be produced and agreed with both Lancaster and Lancashire Councils as car park owners. But at the present time we envisage approximately a 50%/50% split between the town centre and park and ride. Out of the 162 parking scenarios analysed for the OBC, the most optimum three parking scenarios presented are based on:

    - A high BCR to support the OBC to Central Government. This included the recognising and capturing of time and money spent by EPN visitors around Morecambe;
    - An optimum usage of existing underutilised infrastructure (e.g. the P&R) for “Year 1”; and
    - An optimum parking split to offset the cost of the proposed shuttle bus.

9. **Visitor Groups Strategy:** This chapter will describe Including how many private and school coaches are expected per day, where they will travel from, the drop off and pick up points and the identified parking locations and welfare facilities for coach drivers.

10. **Servicing and Refuse Strategy:** This chapter will include the quantum and types of servicing and refuse vehicles, swept path drawings, back of house facilities location and any associated Traffic Regulation Orders.

11. **Traffic Capacity Assessment:** Based on the work undertaken for the OBC (see Appendix B), the *M6 J33 SATURN* model built by Lancashire CC to support their Housing Infrastructure Bid does not suggest that the Eden Project North predicted maximum vehicular trips per hour will be significant when compared against baseline and future traffic data. In fact, it should be noted that since the production of the OBC, the number of visitors per hour have been reduced to reflect the latest maximum building throughput (see Appendix B). Further details explaining how the Eden Project North peak days fall outside the typical highways network peak days and hours will be included in the TA (see Appendix B). In light of the fact that the Eden traffic impact falls outside the current highway peak days and hours, and the likely split of vehicle destinations between the town centre and the P&R, it is not envisaged at this moment in time that specific junction capacity assessments will need to be undertaken. The exception to this will be the production of merge and diverge assessments for all on slip and off slip roads of the M6 J34.

12. **Traffic Regulation Orders:** Existing and proposed Traffic Regulation Orders will be described in detail, including CAD plans showing the extents of these.

13. **Construction Traffic Management Plan:** This will comprise a summary of the Construction Traffic Management Plan, including construction vehicles routes and quantum, as well as construction staff parking requirements.

14. **Net Zero Aspirations:** As part of the Eden Transport Vision, there are 10 clear aspiration that Eden Project North would work to achieve. It is recognised that not all of them will be possible to achieve on *"Year 1"* (i.e. opening day of the site). Based on the Eden Transport Principles, a series of realistic transport interventions and solutions will be presented for the purpose of the planning application. However, the Eden Transport Strategy is a live document that will continue to work towards the Net Zero aspirations of Eden Project North. This chapter will describe a series of interventions that could be brought forward in the future to achieve this.
15. **Summary:** This final chapter will summarise the key points of the Transport Assessment.

Travel Plan

This would be a stand-alone document setting out measures Eden Project North would be willing to implement to encourage sustainable (i.e. non-car) travel to the development by employees and visitors. It will form a framework of potential measures, covering all land uses on the development. A Full Travel Plan would be produced at the time of occupation, based upon the measures within this framework.

APPENDIX A – EDEN TRANSPORT VISION

Eden Project North - Transport Vision

Eden Project North aims to be the leading example for progressive and healthy transport methods in the UK. We want to subvert typical transport expectations (that a journey requires petrol, that it's boring, that it requires lots of planning and forethought) to provide a clean, smooth, accessible, fun and active alternative to arriving at a destination that further endorses these values.

Eden Project North recognises that the experience starts long before the visitor crosses the entrance gates, and that our decisions and commitments to sustainability and human health extend far beyond the duration of their stay. This is why we remain dedicated to establishing a forward-thinking and innovative strategy that can bring new and positive things to the town, the people and the natural environment of Morecambe.

The purpose of this statement is for us to explain to Lancashire County Council and Lancaster City Council our transport vision for Eden Project North.

As a vision it is innovative, forward looking and thought provoking. Its objective is to stimulate discussion and set the principles which will guide the transport strategy and engagement with key consultees. It is the first stage in establishing the detailed transport strategy for the project, which will be developed over the coming months in collaboration with Eden Project North, its highways and planning consultants and the City and County Councils.

Eden's core principles

1. **Eden Project North aims to work with the existing transport infrastructure where possible.**

   We believe the most sustainable and effective method of accessing Eden Project North and integrating a new transport strategy is to use the resources and infrastructure that are already available. We will investigate how we can best use existing infrastructure such as the Park and Ride at M6 Junction 34, the existing local train line from Lancaster to Morecambe, the bus network, footpaths and the existing Way of the Roses cycle path.

2. **Eden Project North aims to support future transport developments where multiple schemes can create an argument for larger-scale improvements.**
   We support many of the principles established in the Lancashire City Council Highways and Transport Masterplan 2016 to help deliver a wide-reaching network of sustainable travel options. We will work with the City and County Councils to try and weave the principles into our transport strategy to help make the Morecambe Area Action Plan a reality. We will consider a range of measures to improve gateways into Morecambe Town Centre and aim to fully integrate the seafront with the town to make it more attractive to spend time in a Morecambe less dominated by cars.

3. **Eden Project North's Transport Strategy aims to positively influence circulation routes in and around the town of Morecambe, encouraging pedestrianisation and inspiring people to spend more time in different areas.**

"At the moment, though the seafront and some of the shopping areas are often busy, this footfall doesn't actually benefit the town centre as much as it might, because many people who come to Morecambe don't spend much time actually in the centre." Highways and Transport Masterplan 2016[1].

We aim to support businesses in the town centre by drawing people through the town and encouraging dwell/stay times through creating attractive routes and public realm. This should assist with people spending leisure time at cafes and in shops or galleries, to assist in economic regeneration of the commercial centre.

4. **Public transport is the priority method.**

Public transport is integral to Eden Project North's Transport Vision, as it not only mitigates fossil fuel emissions per head, but also can encourage interaction through social spaces around waiting rooms, shared carriages and friendly service operators. Encouraging public transport use will also enhance services for residents, workers and all visitors.

5. **The baseline for the planning horizon is 2025+, with a vision towards 2030.**

The vision for transport with Eden North looks as far as possible into the future. The potential for new solutions and technologies to emerge towards 2030 will be taken into consideration, and room for these to be incorporated will be made available in the 2025+ plan. Such technologies could range from advances and improvements to existing vehicles, such as electric methods of transport, to new infrastructures such as a Hyperloop, to new ways of imagining the public's interaction with the built environment, such as kinetic pavements and energy harvesting.

Permeable paving and enhanced rainwater collection methods may also be relevant to the Eden Project North site, as resilience to unreliable weather patterns becomes ever more important.

6. **Last two miles – no fossil fuel vehicles around the site.**

Diesel and petrol vehicles release particulate matter under 2.5microns in diameter (PM2.5). This type of particulate matter is the most directly harmful for human health, as it is absorbed into the respiratory and circulatory systems. Eden Project North's Transport Vision aims to factor in the health benefits of reducing fossil fuel vehicles from not only a physical exercise and social interaction perspective, but also by focusing on the invisible chemical and biological impacts of pollution on both human health and the surrounding environment. This is why a 'last two miles' rule will be in place for most vehicles, meaning the air quality and layout of the town centre will be improved.

The Transport Strategy will, of course, take into consideration and make exceptions for emergency vehicle access and blue badge parking options, with the potential for these spaces to be reserved in advance, and the site will be entirely accessible for those with additional mobility requirements. Eden Project North aims to be wholly inclusive in all aspects of the experience, and especially in its Transport Strategy which will make people feel welcome and supported from the very first stage of their Eden journey.

DEFRA information on PM2.5 https://laqm.defra.gov.uk/public-health/pm25.html

[1] https://www.lancashire.gov.uk/media/899614/final-lancaster-highways-and-transport-master-plan.pdf

7. **Pedestrianisation of the Prom.**
   Pedestrianisation is fundamental to Eden Project North's transport plan, as it results in cleaner air, increased physical activity, more time spent outside and reduced noise pollution. Optimising the use of car parks in the town centre, public transport and walking/cycling means the beautiful landscapes of Morecambe will be able to be much better appreciated by locals and tourists alike, as the heavy traffic on Marine Road Central will be significantly reduced. This means the town will not be cut off from the promenade, and people will have better opportunities to walk and cycle. It also will increase safety from a traffic perspective, as well as safety in terms of 'eyes on the street'.

8. **The journey should be joyful.**
   Eden Project North endeavours to make transport part of the overall experience. This means eliminating and reducing queues, over-crowding, over-priced tickets and introducing a sense of fun into the journey.

   The could mean that the inside and outside of trains, buses and waiting areas are decorated in unexpected ways, and that the method of transport encourages users to engage with Eden Project North's core ideas from before the point of arrival.

9. **Visitors that make a special effort to travel to the destination sustainably will be rewarded by reduced entry prices and other incentives.**
   Eden Project North believes that effort on the public's part should be recognised and rewarded by the venue. Eden Project in Cornwall operates a Green Travel Plan £5 off scheme for visitors arriving either by public transport or on foot or by bike, which has proved popular and effective. https://www.edenproject.com/visit/before-you-visit/directions/by-bus-or-train#greentravel

   An emphasis on sustainability and natural choices will also be applied to the site directly, by transforming the redundant grey spaces (such as disused road) into lawns and wildflower areas.

10. **Eden Project North's transport vision extends as far as the perimeter of the project site, but aims to be flexible enough to allow for collaboration in parallel with neighbouring infrastructure.**

APPENDIX B – OBC TRAFFIC CAPACITY ASSESSMENT

1) Eden Project North Seasonal Calendar
2) Latest two-way vehicular trips (based on maximum building throughput)
3) OBC Highways Impact Chapter

EDEN PROJECT NORTH - SEASONAL CALENDAR

January						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1*	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Feburary						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

March						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19*	20	21
22*	23	24	25	26	27	28
29	30					

May						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6*	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27*	28	29	30	31		

June						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26*	27	28	29	30	31	

September						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						/ 1

October						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25*	26*	27	28	29
30	31					/ 1

Notes:

1) Typical calendar showing predicted peak, inter peak and off peak days.

Key:

25*	BANK HOLIDAY
25	SCHOOL HOLIDAYS
25	PEAK DAY
25	INTER PEAK DAY
25	OFF PEAK DAY

Table 1 – Two-way Vehicular Trips

	Peak Day	*Inter Peak*	*Off Peak*
08:00	9	5	2
09:00	102	57	27
10:00	123	77	37
11:00	131	76	39
12:00	157	91	50
13:00	167	98	55
14:00	190	112	64
15:00	167	102	58
16:00	138	83	45
17:00	134	78	40
18:00	126	74	35
19:00	212	128	37
20:00	27	17	9

7 HIGHWAYS IMPACT

7.1 INTRODUCTION

7.1.1 Following the agreement and understanding of where parking will be located, it was possible to identify the route that vehicles would follow to arrive to the different parking locations, but more importantly, to quantify these trips and assess any potential highways impact caused by the development proposals.

7.2 BASE TRAFFIC DATA

7.2.1 A strategic traffic model for the area of Morecambe and Lancaster has been shared by Lancashire County Council with WSP to assess the potential highways impact by Eden Project North.

7.2.2 The *M6 J33 SATURN* model, which covers the area for Eden Project North, has been built and validated as part of an agreement for a total of £116m from the Housing Infrastructure Bid (HIF) for development of the M6 J33 improvement scheme.

7.2.3 The model has been developed in SATURN version 11.4.07H, for a base year of 2018. Forecast models were developed for 2025 and 2040.

7.2.4 Forecast models were developed for the following scenarios:

- The Do Minimum networks are the same as the base network with the exception of new values of time and operating costs.
- The Do Something networks include transport changes to the M6 J33 as part of the associated HIF proposals.

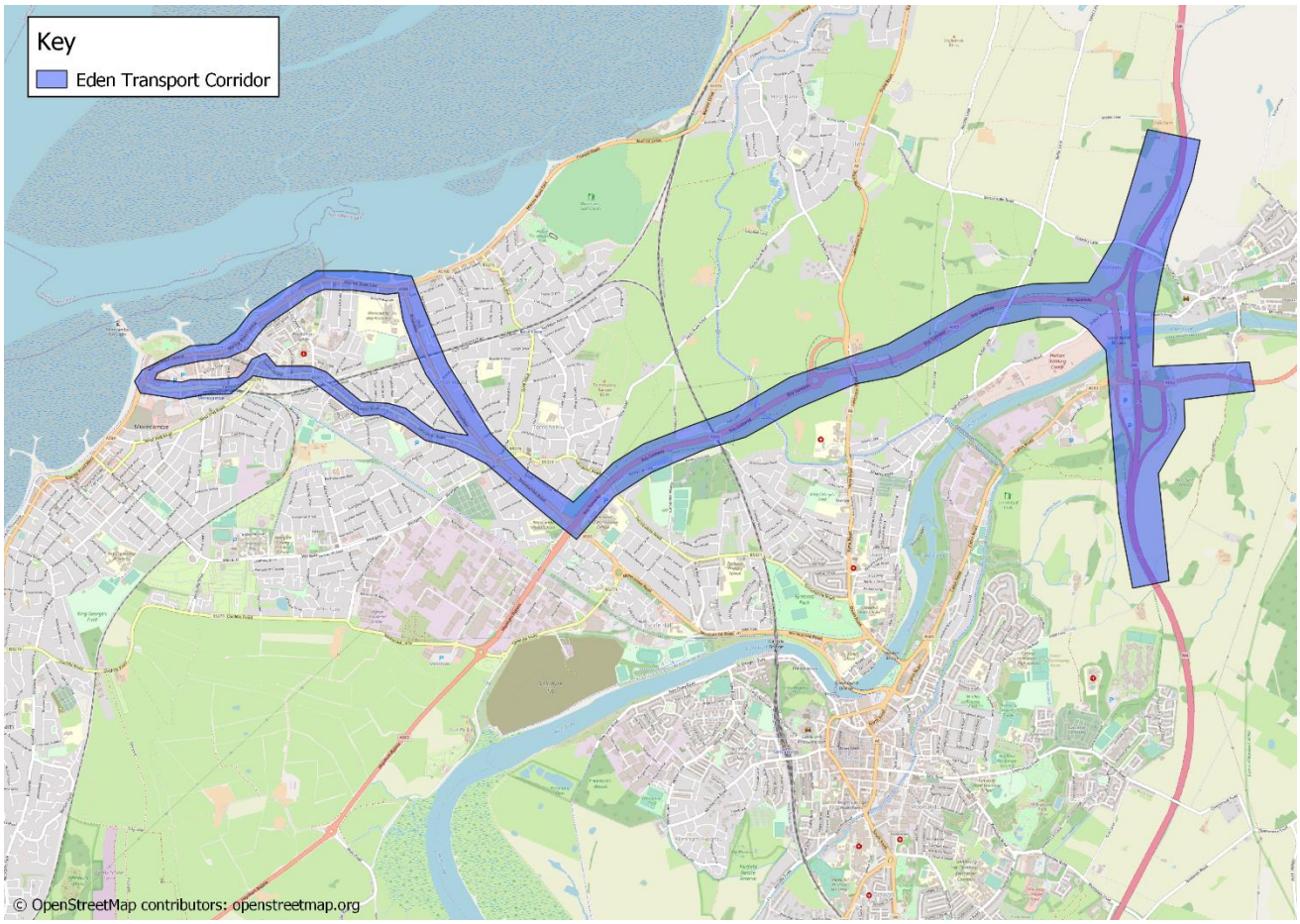
7.2.5 The model has been developed for three average weekday time periods, covering the peak hours and interpeak period as follows:

- AM Peak: 08:00-09:00
- Interpeak: average hour 10:00-16:00
- PM Peak: 17:00-18:00

7.3 INITIAL HIGHWAYS IMPACT

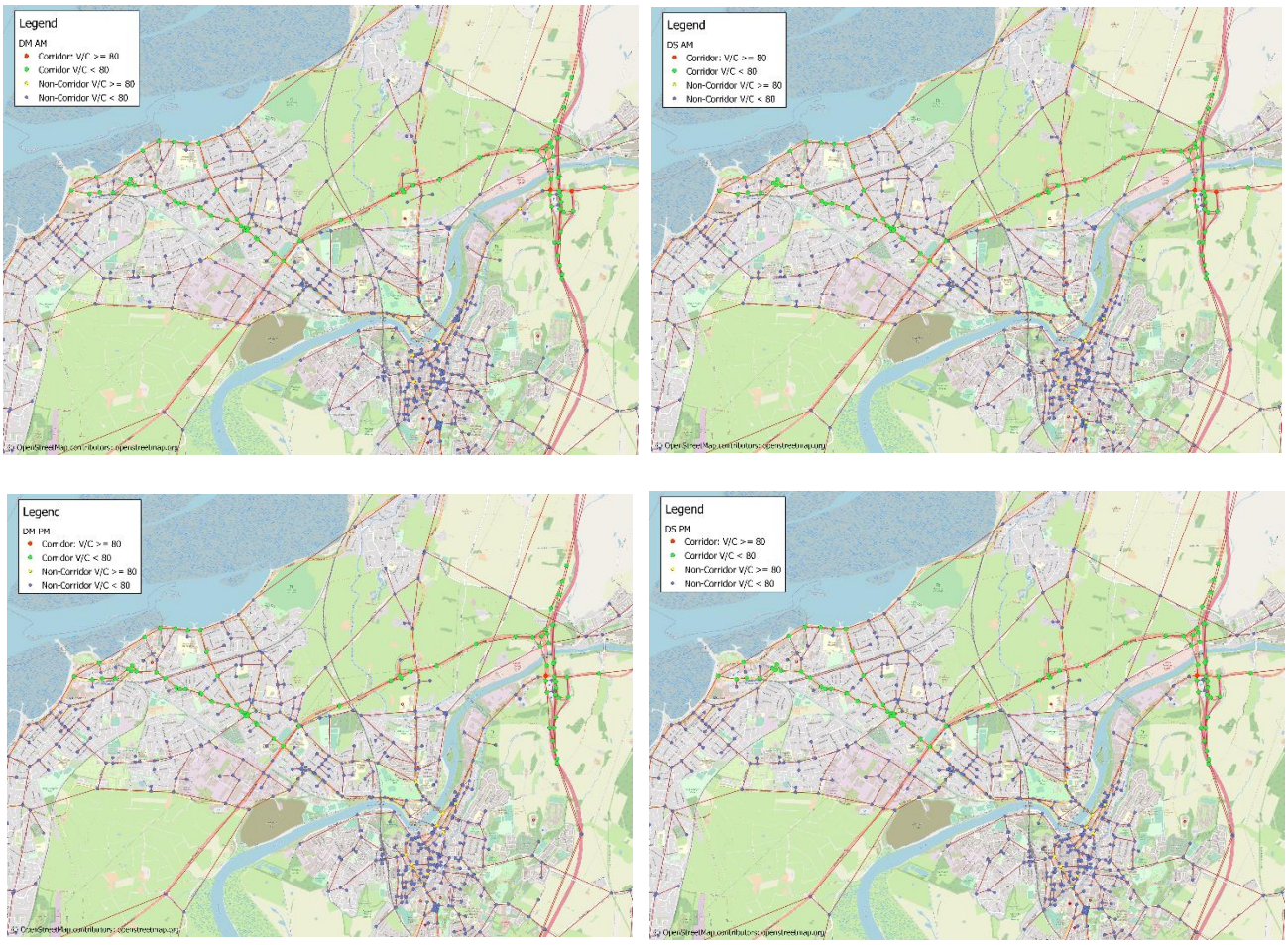
7.3.1 Following the agreed locations of parking across Lancaster and Morecambe, WSP identified the highways corridor likely to be used by Eden visitors as shown in Figure 7-1.

Figure 7-1 - Eden Project North Visitors Highways Corridor



7.3.2 An initial analysis of the corridor looked at the maximum volume over capacity (V/C) ratio turning movements at junctions along the corridor in the 2025 Do Minimum and Do Something scenarios. This analysis, presented in Figure 7-1 found that in all scenarios considered, the junctions along the corridor were operating within capacity in the SATURN model. The only junction with any nodes over 80% volume over capacity in any of the scenarios considered was the M6 J34. On the AM scenarios, both M6 J34 off slip / A683 junctions (both sides of the M6) are above 80%. Whilst on the PM scenarios, only the western recently upgraded junction is above 80%.

Figure 7-2 - SATURN Model V/C Scenarios (2025 DM AM / 2025 DS AM / 2025 DM PM / 2025 DS PM)



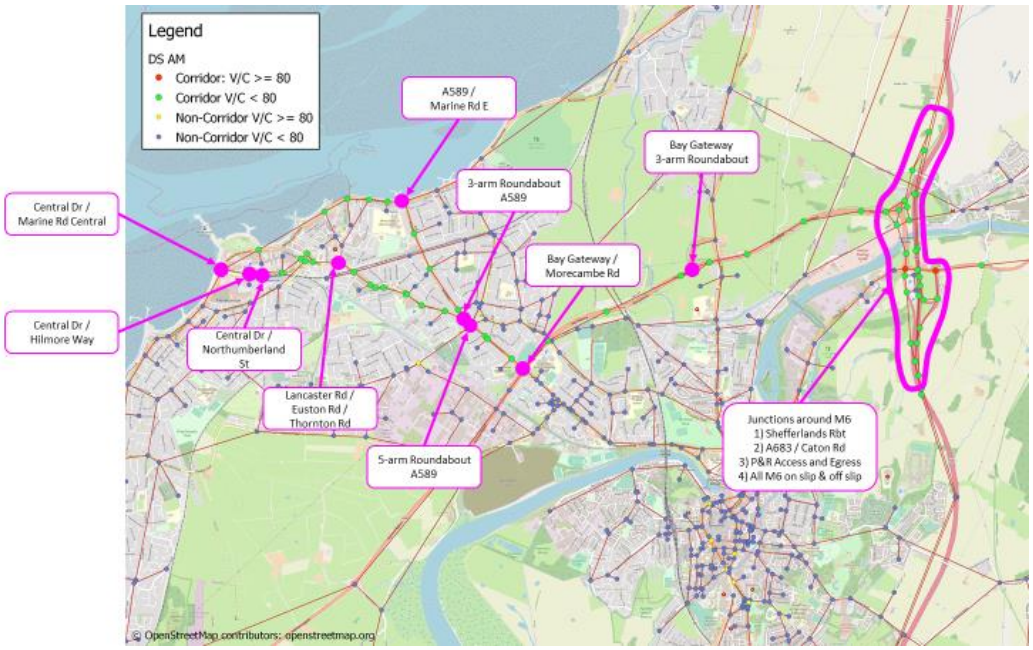
7.4 DETAILED HIGHWAYS IMPACT

7.4.1 To understand the full impact of the development on the highway network, a series of key junctions along the corridor have been selected for further analysis as shown below and in Figure 7-3.

- Central Dr / Marine Rd Central
- Central Dr / Hilmore Way
- Central Dr / Northumberland St
- Lancaster Rd / Euston Rd / Thornton Rd
- A589 / Marine Rd E
- 3-arm Roundabout A589
- 5-arm Roundabout A589
- Bay Gateway / Morecambe Rd
- Bay Gateway 3-arm Roundabout
- Junctions around M6
- Shefferlands Roundabout
- A683 / Caton Rd

- P&R Access and Egress
- All M6 on slip and off slip

Figure 7-3 - SATURN Model Key Junctions

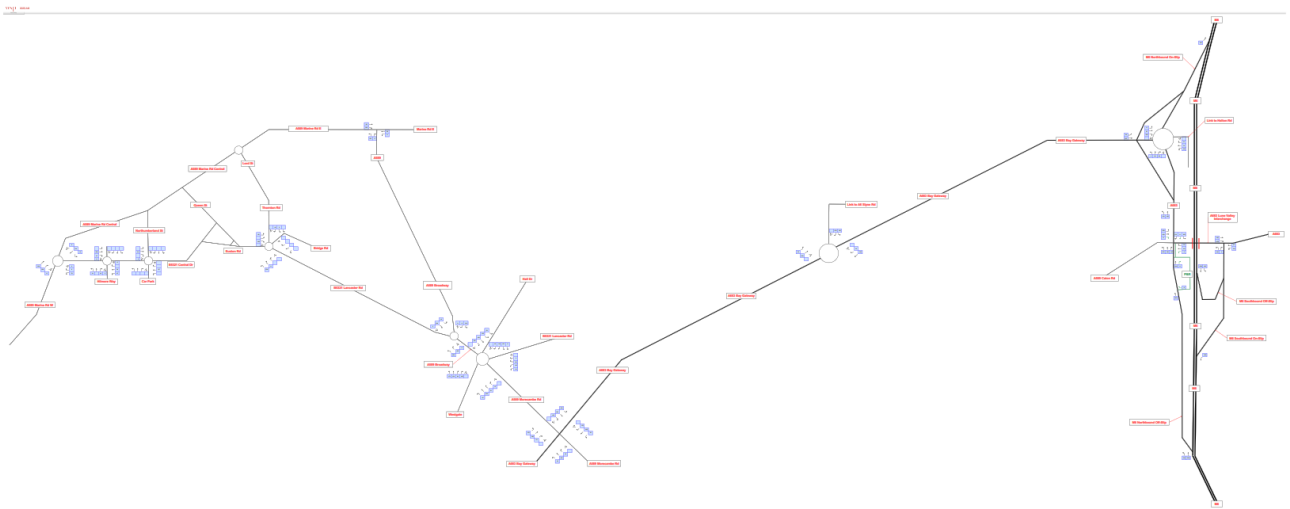


7.4.2 A proportional impact assessment of these key junctions has been done for each of the scenarios. A traffic diagram, as shown in Figure 7-4, was developed for this exercise.

7.4.3 All agreed scenarios have been tested. These are:

- Scenario 004, 005 and 006.
- 2025 DM AM, IP and PM.
- 2025 DS AM, IP and PM.

Figure 7-4 - Highways Proportional Impact Traffic Diagram Example

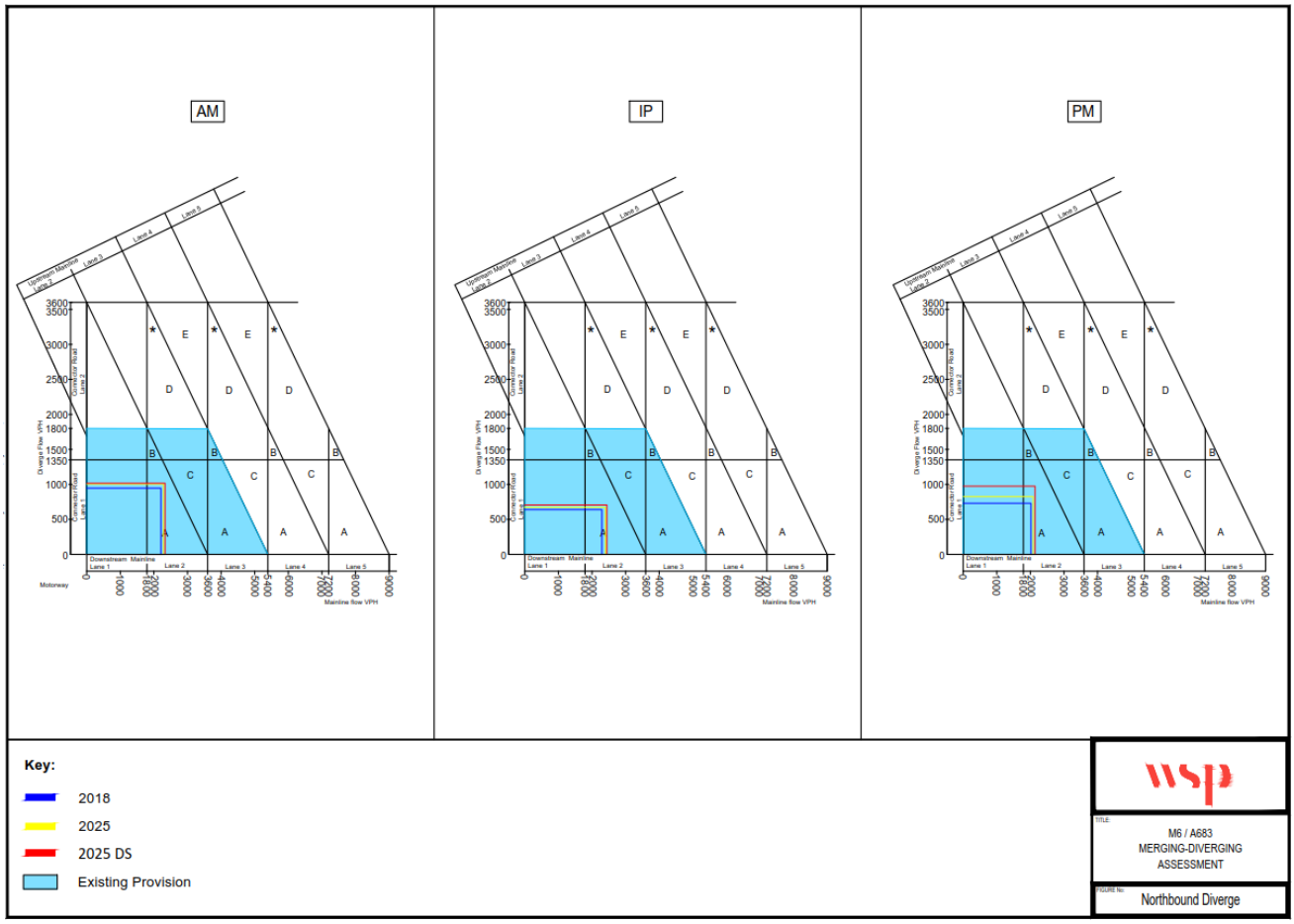


7.4.4 This analysis consisted of comparing the *typical peak* visitor scenarios against the high weekday peak hour flows. It should be noted that the *typical peak* visitor scenario is expected to fall on a bank holiday weekend or a summer weekend. Consequently, a comparison of high weekday flows and peak weekend visitor flows represents a robust worst case scenario. In reality, peak weekend visitor flows should have been compared to a much lower existing weekend flow. Whilst this may have suggested a greater proportional impact, in reality, junctions would have a much greater spare capacity since they have been designed and built to cater for weekday flows.

7.4.5 The analysis of the different scenarios suggest that no significant impact will be caused by the development proposals on any given location across the identified key junctions. Full details for each of the scenarios can be found in Appendix I.

7.4.6 In addition, a merge and diverge assessment of the M6 J34 has also been undertaken. This demonstrated that there is enough capacity to accommodate all Eden visitors at any given time throughout the year on the M6 J34 on slip and off slip roads. As reference, the Northbound diverge is shown in Figure 7-5 below. This demonstrates that the existing provision can accommodate the maximum estimated 152 to 171 car trips per hour generated by Eden. Full details can be found in Appendix I.

Figure 7-5 - M6 J34 Northbound Diverge Assessment



7.4.7 It should also be noted again that a number of different large-scale events such as the Vintage Festival and the Morecambe Carnival, with up to 55,000 visitors per event are organised yearly in Morecambe. These events are accommodated without causing major adverse effects on the local highway network and the wider transport network. The visitors attending these events are unquestionably much higher than the predicted maximum visitor trips generated by Eden Project North on a peak day (3,750).

7.5 SUMMARY

7.5.1 This chapter has assessed the potential development proposals impact on the highway network.

7.5.2 A strategic traffic model for the area of Morecambe and Lancaster has been shared by Lancashire County Council with WSP to assess the potential highways impact by Eden Project North.

7.5.3 Following the agreed locations of parking across Lancaster and Morecambe, WSP identified the highways corridor likely to be used by Eden visitors. An initial analysis of the corridor looked at the maximum volume over capacity (V/C) ratio turning movements at junctions along the corridor in the 2025 Do Minimum and Do Something scenarios. This analysis found that in all scenarios all junctions along the corridor operate within capacity in the SATURN model. With the exception of the recently upgraded M6 J34.

7.5.4 To understand the full impact of the development on the highway network, a series of key junctions along the corridor have been selected for further analysis. A proportional impact assessment of these key junctions has been done for each of the scenarios.

7.5.5 This analysis consisted of comparing the *typical peak* visitor scenarios against the high weekday peak hour flows. It should be noted that the *typical peak* visitor scenario is expected to fall on a bank holiday weekend or a summer weekend. Consequently, a comparison of high weekday flows and peak weekend visitor flows represents a robust worst case scenario. In reality, peak weekend visitor flows should have been compared to a much lower existing weekend flow. Whilst this may have suggested a greater proportional impact, in reality, junctions would have a much greater spare capacity since they have been designed and built to cater for weekday flows.

7.5.6 The analysis of the different scenarios suggest that no significant impact will be caused by the development proposals on any given location across the identified key junctions.

7.5.7 A merge and diverge assessment of all on slip and off slip roads of the M6 J34 also demonstrates that the existing highways provision can perfectly accommodate the maximum estimated 152 to 171 car trips per hour generated by Eden Project North.

AGENDA & MEETING NOTES

PROJECT NUMBER	70083611	**MEETING DATE**	14 June 2021
PROJECT NAME	Eden Project North	**VENUE**	Teams
CLIENT	Eden Project International	**RECORDED BY**	APF
MEETING SUBJECT	Transport Scope, Lancashire CC		

PRESENT	LCC: Neil Stevens (NL), Dave Watson (DW), Andrew Barrow (AB) WSP: Kevin Riley (KR), Alberto Poltz Faggiani (APF) Trivandi: Ashley Holland (AH) Grimshaw: Andy Barnes (AB.G) EPN: Tim Narey (TN)
APOLOGIES	WSP: Jim Outterside (JO)
DISTRIBUTION	As above plus: WSP: Dan Jackson (DJ), James Warrington (JW), Alec Drake (AD)
CONFIDENTIALITY	**Confidential**

ITEM	SUBJECT	ACTION	DUE
1	**Introductions**		
2	**LCC comments from 03/12/2019 meeting** NS confirmed that following the NPPF, LCC would not be asking for new infrastructure that's not required.		
3	**Transport Scope** APF introduced the transport scope and talked through various aspects of this.		
3.1.1	**Proposed Development** NS asked about Eden events and likely number of attendees. WSP confirmed that circa 6 events a year would occur, and that management plans would be in place for each event. However, details of these would not form part of the application. However, WSP would make reference to this within the TA.		
3.1.2	**Transport Principles** NS suggested that north – south traffic not using the M6 should also be considered by WSP in their assessment.		
3.1.3	**Trip Generation and Distribution**		

	NS seek clarification on the catchment area, and whether this accounted for congestion and journey time. NS suggested that TA cannot assume that all staff would travel sustainably. TA will need to clarify what % of overnight trips will be staying in Morecambe, to ensure that the demand can be catered.		
3.1.4	**Parking Strategy** APF clarified that no turnover of the car parks has been assumed. Instead, the number of parking spaces identified and located across various existing car parks would be assigned for a single Eden visitor car throughout the day. The space would become available when this visitor car has left the car park. TN confirmed that no facilities are currently proposed to be constructed at the P&R. Instead, some sort of light kiosk or similar could be provided for staff managing the northern section of the car park being used by Eden.		
3.1.5	**Traffic Capacity Assessment** APF explained the basis of why the predicted vehicular trips are not considered significant by WSP. • Eden Peak Hour vs Highways Peak Hour • Eden Peak Day vs Highways Peak Day • Less than 60 two-way vehicular trips to/from Morecambe per hour on 260 days a year • Less than 100 two-way vehicular trips to/from Morecambe per hour on weekends and school holidays • Existing car parks • Recently upgraded highways network and associated junctions NS suggested that traffic capacity assessment would be required as per any other TA produced.	WSP to prepare further information to be provided at the next meeting.	
3.1.6	**Active Travel and Sustainable Transport** APF briefly introduced the strategy		
4	**Next meeting** will cover traffic capacity assessment, servicing and refuse strategy, TROs and Net Zero aspirations.		

NEXT MEETING

Wednesday 23rd June.

Disclaimer: These meeting notes reflect the author's recollection of the discussions held during the meeting detailed above. Should you consider these meeting notes to be in any way inaccurate or require any additions, amendments or have comments generally on the content, these must be submitted to the author in writing within five working days of the date of this document. If no writer responses are received within this period, this version of the note will be deemed the official record of the meeting.

AGENDA & MEETING NOTES

PROJECT NUMBER	70083611	**MEETING DATE**	23 June 2021
PROJECT NAME	Eden Project North	**VENUE**	Teams
CLIENT	Eden Project International	**RECORDED BY**	APF
MEETING SUBJECT	Transport Scope, Lancashire CC		

PRESENT	LCC: Neil Stevens (NL), Andrew Barrow (AB) WSP: Kevin Riley (KR), Jim Outterside (JO), Alberto Poltz Faggiani (APF) Trivandi: Ashley Holland (AH) EPN: Tim Narey (TN)
APOLOGIES	LCC: Dave Watson (DW)
DISTRIBUTION	As above plus: WSP: Dan Jackson (DJ), James Warrington (JW), Alec Drake (AD)
CONFIDENTIALITY	**Confidential**

ITEM	SUBJECT	ACTION	DUE
1	**Introductions**		
2	**Minutes from last meeting** NS confirmed that comments will be issued to WSP shortly.		
3	**Transport Scope** APF pick up the transport scope where it was left on last meeting 14/06/2021.		
3.1.1	**Active Travel and Sustainable Transport** NS expressed LCC concerns in regards of locating the coach and shuttle drop off and pick up points on an adopted highway (Marine Rd Central). Safety of existing and future users should not be compromised. Similarly, by having these on the adopted highway, it will be difficult to enforce that these are only used by Eden vehicles. Instead, a layby into the site could be used by Eden exclusively. WSP will consider the optimum solution considering the above issues but also constraints such as land ownership and the constraints of the Midland Hotel and the war memorial. The TA will describe in detail the coach strategy, expected numbers etc and set out how the area will be managed to ensure safety of all users of the area.		

3.1.2	**Servicing** APF & KR confirmed that the TA will outline the detailed servicing approach, routes, swept paths, frequency etc. However, the intention is to keep the existing signalised junction (Marine Rd Central / Northumberland St) as the main access point for servicing, refuse, maintenance and emergency vehicles. Subject to appropriate TROs. APF confirmed that Eden has met on several occasion to RNLI to understand and accommodate their access requirements. APF confirmed that Eden is also working in coordination with the Midland Hotel to combine both servicing strategies.		
3.1.3	**Net Zero Aspirations** APF briefly presented the net zero aspirations. Explained how a series of internal and external interventions would come forward over the coming years as it happened at Cornwall.		
3.1.4	**Various** Electric vehicles – LCC suggested to engage with Peter Bell, Chris Nolan and Andrew Varley. Road safety review (PIAs) to include vicinity of development proposals. LCC suggested that a Stage 1 Road Safety Audit (by independent auditor) be undertaken of the new crossing proposals and any amendments to the public highway adjacent to the site.		
3.1.5	**Traffic Capacity Assessment** APF explained the basis of why the predicted vehicular trips are not considered significant by WSP. • Eden Project North aims to work with the existing infrastructure where possible • Three visitor seasons • Time controlled advanced ticketing booking system • Number of visitors capped at 600 per hour • Car occupancy rate of 3.0 • LCC commissioned Atkins to develop a Saturn model. This included the three single hour time periods representing the busiest peak hours of the highway network • WSP understands highway peak hour is the one used to support the Junction 33 HIF works during 2018 and 2019. Weekday AM (08:00-09:00) and PM (17:00-18:00) • EPN peak day and hour would fall outside highways network peak day and hour.		

	• Existing infrastructure = theoretical capacity for those trips. Recently upgraded junctions. • Maximum peak of 207 two-way vehicles (weekend 14.00-15.00) APF presented the VoC and % traffic impact at the M6 J34 based on the LCC Saturn model (2025 Base scenario). Concluding that Eden would not have a significant vehicular impact at any specific location. KR confirmed that WSP believes the data behind the analysis is strong and robust to support the conclusion. JO confirmed that the presence of the time controlled advanced booking system will allow Eden to control traffic demand. NS suggested that WSP needs to be comfortable and have certainty that the evidence base used for the analysis can be scrutinised by LCC and others. Recognising that Saturn is a strategic tool which may not account for localised delays and queueing that could be raised by local community. WSP will present a comprehensive evidence base within the TA, building upon the evidence contained within the Business Case submission.		
4	**AOB** WSP are happy to share further information on specific aspects which have been raised by LCC at this meeting and the previous meeting (e.g. the derivation of the 3.0 persons per car figure for average car occupancy).		

Disclaimer: These meeting notes reflect the author's recollection of the discussions held during the meeting detailed above. Should you consider these meeting notes to be in any way inaccurate or require any additions, amendments or have comments generally on the content, these must be submitted to the author in writing within five working days of the date of this document. If no writer responses are received within this period, this version of the note will be deemed the official record of the meeting.

AGENDA & MEETING NOTES

PROJECT NUMBER	70074551	**MEETING DATE**	07 April 2021
PROJECT NAME	Eden Project North	**VENUE**	Meeting venue
CLIENT	Eden Project International	**RECORDED BY**	APF
MEETING SUBJECT	Eden Project North		

PRESENT	Kristian Marsh (KM), Warren Hilton (WH), Neville McKenzie (NM), Jim Outterside (JO) and Alberto Poltz Faggiani (APF)
APOLOGIES	Kevin Riley (KR)
DISTRIBUTION	As above plus: Click to type
CONFIDENTIALITY	**Confidential**

ITEM	SUBJECT	ACTION	DUE
1	Introduction. APF presented a series of slides describing the Eden Transport Strategy, the proposed usage of the M6 J34 P&R as well as predicted maximum number of vehicular trips per hour and day.		
2	WH agreed with the types of visitors, but raised concerns about J34 P&R users who may arrive sooner/later than booked, and reliance of EPN on future transport interventions such as the HIF M6 J33 P&R JO clarified that the time ticketing will include this. As the assigned time slot is indicative and expected to be followed by the majority of visitors. Similarly, the future transport interventions such as the J33 P&R are not required for *"Year 1"*. They are more of a future aspiration to achieve the Net Zero Agenda across Morecambe town centre.		
3	NM agreed with the traffic profile and trip generation and distribution principles. However, raised the uncertainty of the assumptions over the sensitivities of the Eden Transport Vision. NM also suggested that HE are not fully aware of the validation process of the Lancashire CC Saturn model. He also asked for timescales. JO confirmed the intention of submit a planning application by the end of summer. WSP will produce a TA scope and share with HE.	WSP	
4	WH raised questions about how the M6 J34 P&R would be secured by EPN and how Lancaster would use this facility in the future. As well as		

	the potential risk of traffic accessing the P&R to queue back into the off slip roads. JO confirmed that a Parking Strategy document is being prepared to agree the dynamic parking solution with both Councils. And that the proposed use of the P&R would not exceed the existing parking spaces. Hence the junction and off slip roads should be able to accommodate that demand. Particularly when EPN peak hour and day sits outside typical highways network peak hour and day.		
5	WH acknowledged that traffic travelling into Morecambe is not a big concern for HE. But usage of the M6 J34 P&R facility is. Particularly in the future once the Lancaster City Movement Strategy is published and approved.		
6	NM suggested to do a traffic forecasting exercise over time. Exploring how multi-modal share would fluctuate over time.		
7	KM needs evidence on how realistic the Eden Transport Strategy is. How will this be enforced? JO suggested that the transport solution needs to be realistic in order for EPN to submit a successful planning application, but more importantly, achieve their goal of regenerating the town using a unique and pioneering sustainable approach.		

NEXT MEETING

An invitation will be issued if an additional meeting is required.

Eden Project North

Highways England Comments on WSP Scoping Note of 28/04/21

Highways England has been appointed by the Secretary of State for Transport as a strategic highway company under the provisions of the Infrastructure Act 2015. Highways England is responsible for operating, maintaining and improving the strategic road network (SRN) in England, in accordance with the licence issued by the Secretary of State for Transport (April 2015) and government policies and objectives.

Highways England's approach to engaging with the planning system is governed by the advice and guidance set out in:

The Strategic Road Network Planning for the Future - A Guide to Working with Highways England on Planning Matters (2015).

The document is written in the context of statutory responsibilities as set out in Highways England's licence, and in the light of government policy and regulation, including the:

- National Planning Policy Framework (NPPF);
- Town and Country Planning Development Management (Procedure) Order (England) 2015 (DMPO); and
- DfT Circular 02/2013 The Strategic Road Network and the Delivery of Sustainable Development ('The Circular').

As a statutory consultee in the planning system, Highways England has a regulatory duty to co-operate. Consequently, Highways England are obliged to consider all proposals received and to provide appropriate, timely and substantive responses.

The SRN in Lancaster comprises specifically of Junctions 33, 34 and 35 of the M6 motorway; a route of national significance that links the Midlands, North West England and Scotland.

We note that prior to the submission of a planning application, Eden Project International Limited ('The Eden Project') will undertake an EIA, including Transport Assessment (TA) through their consultants, WSP / Indigo Planning. We further note that proposed development would attract a maximum one million visitors per annum, with an estimated annual averge visitor number of 760,000. Although the site is remote from the SRN itself, this level of patronage may have implications for the SRN.

Highways England first provided scoping comments on this proposal in July 2019 and, subsequently, a further scoping exercise is now underway. As such Highways England now provides comments on the Environmental Statement (ES) scoping note that has been produced by WSP dated April 2021.

Highways England EIA Scoping Response July 2021

To recap, Highways England responded to the EIA Scoping request on 5 July 2019 and noted that whilst the site was remote from the SRN, the number of visitors may then have implications for its operation, as such a number of key topics were then identified.

The site itself within Morecambe is allocated for leisure uses in the current Lancaster Local Plan, which has since been adopted. However, our previous concerns remain that the transport evidence base supporting the now adopted Lancaster Local Plan was not robust. Indeed, these concerns extend to there being no evidence of the wider implications of both the City and County Council's separate ambition to remove vehicle traffic from a section of Morecambe promenade linked to the Eden project North Site as set out within the Lancaster Highways and Transport Masterplan.

The scoping note set out ten principles which form the transport vision for the site (and are repeated within this Transport Scoping Note) which can be given below for ease of reference:

1. Eden Project North aims to work with the existing transport infrastructure – including the use of the M6 junction 34 park and ride facility;
2. Eden Project North aims to support future transport developments where multiple schemes can create an argument for larger-scale improvements;
3. Eden Project North aims to positively influence circulation routes in and around the town of Morecambe, encouraging pedestrianisation and inspiring people to spend more time in different areas;
4. The baseline for the planning horizon is 2025+, with a vision towards 2030;
5. Last two miles – no fossil fuel vehicles around the site;
6. Pedestrianisation of the Prom;
7. The journey should be joyful;
8. Visitors that make a special effort to travel to the destination sustainably will be rewarded by reduced entry prices and other incentives; and,
9. Eden Project North's transport vision extends as far as the perimeter of the project site but aims to be flexible enough to allow for collaboration in parallel with neighbouring infrastructure.

The above was then accepted by Highways England as a general approach to the development, although the use of the Junction 34 of the M6 as a park and ride facility was highlighted as potentially increasing traffic movements to and from the SRN.

The general approach to the EIA based upon the IEMA Guidance was accepted, although further clarification would be needed around the proposed expansion of the existing park and ride at Junction 34 of the M6.

The use of the Morecambe Traffic Model was accepted in principle although any data must have been collected after the opening of the Bay Gateway.

It was also highlighted that the construction phase is fully assessed along with the Construction Traffic Management Plan.

In terms of the forthcoming Transport Assessment (TA), we stated that we expected the forthcoming Scoping Report to include the following:

- Details of the road network and junctions to be assessed;
- Trip generation and distribution, and
- Modelling tools to be used to assess the impact.
- Further details relating to multi modal trip rates and visitor numbers should also be included and Highways England also requested a sensitivity test should the site be accessed by 100% private cars as a more conservative estimate of the modal share.

In addition, we also requested that an assessment of the slip roads at Junction 34 of the M6 is also included, with a further list of elements to be included within any Transport Assessment (TA) as follows:

- Baseline assessment of the current conditions;
- Planning Policy context;
- Sustainable access appraisal;
- Details of the development proposals;
- Trip generation and distribution;
- Baseline and forecast year traffic flows with and without the development, and
- Highway impact assessment.

Whilst being supportive of the wider vision to promote sustainable travel to and from the site and the linkages with the wider vision for the pedestrianisation of the promenade, the site does rely on private cars then using the park and ride facility at the M6 junction, with a potential for additional spaces being provided by Lancashire County Council.

The Concern raised by us was therefore not only how this proposal would impact upon Junction 34 of the M6, but also, the wider impact of the Local Plan, the potential for traffic from south Lancaster to use this junction to access the city centre as well as this junction becoming a park and ride for most visitors to Morecambe.

Highways England Comments on WSP Environmental Statement Scoping Note of 28/04/21

It is stated that the application will be accompanied by an Environmental Statement (ES) which will consider both a Baseline scenario as well as ‘With Development’ scenario, along with any cumulative effects. Chapter 14 of the ES will set out the Traffic and Transportation element, including construction, with a supporting Transport Assessment (TA) and Travel Plan (TP).

This is therefore accepted and we have no further comment. We now comment on the following sections of the ES scoping document:

Transport Assessment – Existing Conditions

This will include the existing facilities and conditions for active travel, public transport and the operation of the highway network. This is considered reasonable although any assessment of existing public transport should also include a review of available capacity and the ability for any existing services to accommodate additional demand.

A review of the previous five years accident data is proposed, and this is considered acceptable and should include the SRN.

Transport Assessment - Proposed Development
This will set out key details of the development including seasonality, visitor and staff numbers as well as how the site will operate. This is reasonable although we would wish to see full details regarding the visitor and staff numbers to ensure that it is clear how they have been derived and are consistent across all supporting documents.

Transport Assessment - Transport Principles
This will set out how the development will work including control and influence over visitors travel mode choice, origin and time of arrival. This is welcomed, although the trip generation should not focus solely on the arrival time / length of stay at the development as some visitors may wish to arrive early or stay later and use other facilities within Morecambe or even stay overnight.

This element will be a key consideration in agreeing any trip generation as such any measures proposed will need to be robust and enforceable to ensure a level of comfort to any numbers that are then agreed.

Trip Generation and Distribution
The trip generation will use information from the Outline Business Case (OBC) and is based upon various datasets from similar sites, leisure consultant advice and tourism data, with the key figures being given as follows:

- 76% of visitors will be Day visitors, with 24% being overnight visitors who will either stay in Morecambe or in the local area;
- The mode share will vary, but on average the car modal split is between 68% and 78%, and
- A total of 3 passengers per car has been assumed.

It is noted that the sensitivity assessment requested within the response to the EIA scoping report, whereby 100% of visitors arriving by car is not being undertaken due this being highly unlikely to occur in practice due to control over ticket sales.

Whilst this is potentially acceptable it is stated that the control could be via financial incentives to use non-car modes of travel, and as mentioned above any measures to control the modal shift and arrival times etc. must be robust and enforceable to ensure compliance. We would therefore wish to see further details before this can be accepted.

Active Travel and Sustainable Transport Strategy

This will set out the existing facilities for pedestrians, cyclists and public transport along with opportunities for travelling to the development by these modes. It will also set out enhancements and incentives to travel by active modes of travel, such as a proposed shuttle bus service.

This is an acceptable approach although we would highlight the following:

- The capacity of the existing facilities along with any enhancement must be checked against the level of demand, particularly in the case of public transport, when there may be peak periods of useage;
- The given mode share must be checked against the level of provision to ensure that it is sensible and achievable given the level of supporting infrastructure;
- The funding for any new or enhanced level of public transport must be given so that it can be understood whether this is a "permanent" addition or could be a risk of being discontinued?

Parking Strategy

A dynamic parking solution has been agreed with the Local Authority whereby some underutilised parking with Morecambe town centre would be used, along with the park and rise site at Junction 34 of the M6. It is envisaged that of the 162 parking spaces given in the OBC, 50% would be within the town centre and 50% would be at the park and ride site.

It is stated that a separate Eden parking strategy document will be agreed with both Lancaster City and Lancashire County Councils as car park owners. We would also request that Highways England should also be consulted on this document given the potential for an impact upon the SRN at the park and ride site.

We find this approach to be acceptable in principle, although further details in terms of capacity (both at the park and ride and within Morecambe), impact upon the SRN and how this will be controlled is required before it can be accepted. Rather than be quoted in an aspirational context, the specifics of how this will work in practice (particularly in terms of managing all traffic at the Junction 34 park and ride site) needs be demonstrated. Highways England remains concerned as to how the Junction 34 park and ride may operate in future if measures are taken to reduce parking capacity within Morecambe itself coupled with a rise Morecambe visitor demand associated with a revival of the resort.

Visitor Groups Strategy

This will set out how groups arriving by coach will be managed, and we have no further comment on this approach.

Servicing and Refuse Strategy

This will set out how servicing would be managed along with any associated TRO's, and we have no further comment on this approach.

Traffic Capacity Assessment
The Lancaster SATURN model built by Lancashire County Council (originally developed as part of the Heysham Link Road / Bay Gateway scheme, but now being updated to assist in the development of the M6 Junction 33 relocation project associated with the County Council's South Lancaster Growth Catalyst Housing Infrastructure Fund [HIF]bid) has been used and from the work undertaken at the OBC stage (reviewed below) it is stated that the vehicular trips generated are not significant compared to baseline and future traffic flows (the impacts being outside of the normal highway network peaks). Therefore, it is not proposed to undertake any junction capacity analysis beyond a merge / diverge assessment at Junction 34 of the M6.

However, as set out in our review of the OBC traffic data below, further information is required before we can agree that no operational assessment of Junction 34 of the M6 is required.

Furthermore, it should be noted that Highways England has not yet been consulted on / approved the updated Lancaster SATURN model / modelling of the HIF schemes and Local Plan growth, which is a funding caveat of the South Lancaster Growth Catalyst HIF funding award in principle.

Construction Traffic Management Plan
A Construction Traffic Management Plan (CTMP) will be provided setting out numbers and routes of construction vehicles and this is considered an acceptable approach, and any routing must be extended to include the SRN as appropriate.

Nett Zero Aspirations
Based upon the ten Transport Aspirations of the Eden Project a set of interventions and solutions will be submitted outlining how these will be met over time, as not all can be achieved at "day one". This is an acceptable approach that we look forward to commenting on when completed.

Travel Plan
The Travel Plan will set out measures to encourage sustainable travel and will form a Framework covering all land uses on the site with a full Travel Plan being produced at the time of occupation.

This approach is acceptable although the submitted Travel Plan should also include timescales for implementing any measures, targets for increasing sustainable travel modes over time, as well as any penalties should the mode share assumed not be achieved. As previously stated, any measures introduced to control the mode share by visitors will need to be robust and enforceable.

Highways England Comments on Outline Business Case Highways Impact

Two Way Vehicle Trips
A table is included giving the two way vehicular trips based upon the maximum building throughput, and it is not clear how these have been derived and they will clearly need to be updated as part of the TA process, but are given below for reference.

Table 1. Two Way Vehicle Trips

Time	Peak day	Inter Peak	Off Peak
0800	9	5	2
0900	102	57	27
1000	123	77	37
1100	131	76	39
1200	157	91	50
1300	167	98	55
1400	190	112	64
1500	167	102	58
1600	138	83	45
1700	134	78	40
1800	126	74	35
1900	212	128	37
2000	27	17	9

As stated, the above figures were provided at the OBC stage and as such the most recent data and a full justification must be included within the TA

Detailed Highways Impact

WSP have then provided an analysis of key junctions along the corridor and focusing only on the SRN it is stated that based upon a merge / diverge analysis the existing provision can accommodate the additional 152 to 171 car trips generated by the Eden project.

Although, as given above it is not clear how the above figures have been derived and further information is required before we can accept the conclusion that no detailed junction modelling of Junction 34 of the M6 is required.

Summary & Conclusions

- The assessment of the existing public transport conditions should also include an assessment of available capacity to ensure that any future passenger demand can be accommodated;
- Full details of visitor numbers must be provided along with a predicted length of stay and modal choice. Whilst it is stated that the development can influence visitor mode choice, this must be fully justified, be robust and enforceable;
- The assumption that 76% of visitors will be a day visit and 24% will be staying in the area appears to be reasonable, although full justification will be required before it can be accepted;
- In terms of active travel, the mode choice of visitors should be cross referenced against the available provision bymode to ensure that the demand can be accommodated, public

transport routes should have sufficient capacity on buses to accommodate any peak times and the funding details of any public transport enhancements should be provided so that it can be understood if they will continue or would be a risk of being discontinued in the future;

- The use of underutilised parking within Morecambe is agreed along with the use of the park and ride at junction 34, although full level of impact will need to be set out in the TA. In addition, due to the potential for an impact upon the SRN, Highways England should be consulted on the Eden parking strategy document;
- Whilst a high level assessment of the traffic impact has been included from the OBC submission which concludes that no detailed junction analysis is required, we would need to see further justification in terms of additional vehicle movements before this can be agreed;
- Whilst a merge / diverge assessment has been shown from the OBC submission this will need to be updated with the latest traffic flow data before it can be agreed;
- The Travel Plan should contain meaningful measures to ensure that the mode choices assumed are met and have a series of penalties should the targets not be achieved.

We hope that our comments are useful and look forward to further engagement as the transport assessment develops.

Highways England
30th June 2021

Eden Project North Scoping

Highways England Comments on WSP Parking Strategy and Traffic Capacity Assessment Documents dated June 2021

Highways England has considered the following documents as prepared by WSP in response to our earlier scoping comments of 30th June 2021 in relation to the WSP ES Scoping Report:

- Eden Parking Strategy dated 14 June 2021, and
- Traffic Capacity Assessment Technical Notes dated 22 June 2021.

We now comment on each of the above as follows:

Eden Parking Strategy

We have looked at the information in Tables 1 and 2 relating for Eden Visitors per Day expected parking requirements by season and Proposed Parking Provision for Eden Visitors and Staff respectively.

The above assumptions would seem to be reasonable in principle although the *existing* demand at these sites will need to be verified, particularly during the peak periods, to ensure that the additional demand can be accommodated.

It is stated that the Eden North project will operate a time-ticketing system to ensure that the capacity is not exceeded, with visitors being directed to a specific car park. This is accepted in principle, although the detail will need to be agreed to avoid the situation whereby visitors potentially arrive early, and have to wait, as well as the control to ensure the space is either reserved (if so how is this managed) or is still available at the required time. Indeed, what would happen if visitors arriving to park missed their time slot (e.g. due to travel delay) and so needed to utilize the car parking space for later and longer than anticipated. Furthermore, should visitors to the EPN park at J34 for their visit (say, fixed for the morning), but then decide to spend all day in Morecambe, this may jeopardise parking availability for other at peak times and may in turn affect the functioning the Park & Ride as a whole.

The Park and Ride bus will use the existing facility at the M6 junction and drop off within Morecambe centre, which is considered reasonable, although again the control and availability of parking spaces will need to be reviewed and agreed.

It is stated that accessible parking will be provided within the existing car parks identified above and can be investigated at a future date. However, it should be identified at this stage whether there are sufficient levels of suitable parking for the project and that there are also suitable linkages from the car parks to the Eden Project for less mobile visitors, who may not wish to walk longer distances to access the development.

Therefore, further explanation and detail as to how this will operate is required. This is important, as there appears to be no actual evidence of any agreement with LCC / Lancaster City Council as to exactly how parking will be managed.

Therefore, whilst the above is fine as a principle, the following will need to be considered by Eden Project / WSP before it can be accepted:

- The demand will need to be demonstrated and evidenced through the Transport Assessment;
- The existing demand at the car parks will need to be demonstrated to ensure that there is sufficient capacity for the additional Eden North visitors;
- Once a time ticket has been issued to a particular visitor, how is that space reserved, and how will this system will operate;
- Is there a limit on the length of stay associated with the time ticketing system, as there could then be more demand for parking than is forecast, if you have to accommodate not only people visiting the project but also those who have stayed longer and are now either still within the site or are visiting other facilities in Morecambe;
- The demand for and existing capacity of accessible parking should be investigated at this stage.
- Seeking the agreement of the parking area owners and local highway authority as to how this will operate.

Traffic Capacity Assessment Technical Notes – 22 June 2021

The WSP report sets out the traffic capacity assessment within various steps, and for ease of reference we can comment numbered against the corresponding statement made within the on each step as follows.

1. The core principle is set out that the Eden Project will work with the existing infrastructure where possible, this is accepted, although mitigation may need to be provided if required;

2. The Peak, Inter Peak and Off Peak seasons seem to be reasonable, and the supporting highway infrastructure will need to be assessed so that it can accommodate the most reasonable worst case scenario;

3. The time-controlled advanced ticketing system will allocate an arrival slot based upon the origin and method of travel. This is considered to be acceptable in principle although as mentioned above further details will be required in terms of exactly how this will operate and the methods of control and enforcement;

4. The number of visitors per hour is based upon the capacity of 750, although around 600 is expected, this seems reasonable, although any demand forecasting will need to be based upon a realistic worst case scenario;

5. A car occupancy of 3 would seem to be a reasonable assumption, although the Parking Strategy report, from a simple check between visitor numbers and car parking spaces, indicates around 5 visitors per car. Whilst we appreciate that a proportion of visitors will arrive by non-car modes, this will need to be fully evidenced in the Transport Assessment;

6. The mode share is given as varying according to the visitor type and this is accepted in principle and will be reviewed through the Transport Assessment. The Trip generation and Distribution Note mentioned has not been provided for our review;

7. As mentioned previously, Highways England has not had sight of the Lancaster SATURN model by LCC and none of its outputs can as yet be agreed by Highways England. Further detail is required before it can be agreed that an assessment of the SRN junction is not required;

8. Same comment as for (7) above, although the exact requirement of any modelling required at the SRN will be agreed as required;

9. Whilst the Eden Project peak days may fall outside of the network peaks, the impact upon available parking spaces both in Morecambe and at the Park and Ride may be greater at weekends in the summer? This will need to be covered with in the Transport Assessment;

10. As above, whilst the peak hour may be outside the network peak hours the availability of parking spaces will need to be assessed;

11. It is stated that the Eden project will use currently underutilised car parking both within Morecambe and at the Park and Ride site, and again this will need to be evidenced before it can be agreed;

12. The Eden project is given as generating 207 two way vehicle movements between 14.00 and 15.00 on a peak day, and again this will need to be evidenced within the Transport Assessment before it can be accepted;

13. The exact requirement for any highway impact at the SRN, will be reviewed through the Transport Assessment;

14. The comments regarding the operation of the M6 sliproad are noted, although as above, the exact requirement for any highway impact at the SRN, will be reviewed through the Transport Assessment, and

15. The number of Eden North trips are noted, and as previously mentioned, will be reviewed through the Transport Assessment.

Again, we hope that our comments are useful and look forward to further engagement as the transport assessment develops.

Highways England
16th July 2021

Appendix C

EDEN TRANSPORT VISION (2019)

Public

Eden Project North - Transport Vision

Eden Project North aims to be the leading example for progressive and healthy transport methods in the UK. We want to subvert typical transport expectations (that a journey requires petrol, that it's boring, that it requires lots of planning and forethought) to provide a clean, smooth, accessible, fun and active alternative to arriving at a destination that further endorses these values.

Eden Project North recognises that the experience starts long before the visitor crosses the entrance gates, and that our decisions and commitments to sustainability and human health extend far beyond the duration of their stay. This is why we remain dedicated to establishing a forward-thinking and innovative strategy that can bring new and positive things to the town, the people and the natural environment of Morecambe.

The purpose of this statement is for us to explain to Lancashire County Council and Lancaster City Council our transport vision for Eden Project North.

As a vision it is innovative, forward looking and thought provoking. Its objective is to stimulate discussion and set the principles which will guide the transport strategy and engagement with key consultees. It is the first stage in establishing the detailed transport strategy for the project, which will be developed over the coming months in collaboration with Eden Project North, its highways and planning consultants and the City and County Councils.

Eden's core principles

1. **Eden Project North aims to work with the existing transport infrastructure where possible.**

   We believe the most sustainable and effective method of accessing Eden Project North and integrating a new transport strategy is to use the resources and infrastructure that are already available. We will investigate how we can best use existing infrastructure such as the Park and Ride at M6 Junction 34, the existing local train line from Lancaster to Morecambe, the bus network, footpaths and the existing Way of the Roses cycle path.

2. **Eden Project North aims to support future transport developments where multiple schemes can create an argument for larger-scale improvements.**
   We support many of the principles established in the Lancashire City Council Highways and Transport Masterplan 2016 to help deliver a wide-reaching network of sustainable travel options. We will work with the City and County Councils to try and weave the principles into our transport strategy to help make the Morecambe Area Action Plan a reality. We will consider a range of measures to improve gateways into Morecambe Town Centre and aim to fully integrate the seafront with the town to make it more attractive to spend time in a Morecambe less dominated by cars.

3. **Eden Project North's Transport Strategy aims to positively influence circulation routes in and around the town of Morecambe, encouraging pedestrianisation and inspiring people to spend more time in different areas.**

"At the moment, though the seafront and some of the shopping areas are often busy, this footfall doesn't actually benefit the town centre as much as it might, because many people who come to Morecambe don't spend much time actually in the centre." Highways and Transport Masterplan 2016[1].

We aim to support businesses in the town centre by drawing people through the town and encouraging dwell/stay times through creating attractive routes and public realm. This should assist with people spending leisure time at cafes and in shops or galleries, to assist in economic regeneration of the commercial centre.

4. **Public transport is the priority method.**

Public transport is integral to Eden Project North's Transport Vision, as it not only mitigates fossil fuel emissions per head, but also can encourage interaction through social spaces around waiting rooms, shared carriages and friendly service operators. Encouraging public transport use will also enhance services for residents, workers and all visitors.

5. **The baseline for the planning horizon is 2025+, with a vision towards 2030.**

The vision for transport with Eden North looks as far as possible into the future. The potential for new solutions and technologies to emerge towards 2030 will be taken into consideration, and room for these to be incorporated will be made available in the 2025+ plan. Such technologies could range from advances and improvements to existing vehicles, such as electric methods of transport, to new infrastructures such as a Hyperloop, to new ways of imagining the public's interaction with the built environment, such as kinetic pavements and energy harvesting.

Permeable paving and enhanced rainwater collection methods may also be relevant to the Eden Project North site, as resilience to unreliable weather patterns becomes ever more important.

6. **Last two miles – no fossil fuel vehicles around the site.**

Diesel and petrol vehicles release particulate matter under 2.5microns in diameter (PM2.5). This type of particulate matter is the most directly harmful for human health, as it is absorbed into the respiratory and circulatory systems. Eden Project North's Transport Vision aims to factor in the health benefits of reducing fossil fuel vehicles from not only a physical exercise and social interaction perspective, but also by focusing on the invisible chemical and biological impacts of pollution on both human health and the surrounding environment. This is why a 'last two miles' rule will be in place for most vehicles, meaning the air quality and layout of the town centre will be improved.

The Transport Strategy will, of course, take into consideration and make exceptions for emergency vehicle access and blue badge parking options, with the potential for these spaces to be reserved in advance, and the site will be entirely accessible for those with additional mobility requirements. Eden Project North aims to be wholly inclusive in all aspects of the experience, and especially in its Transport Strategy which will make people feel welcome and supported from the very first stage of their Eden journey.

DEFRA information on PM2.5 https://laqm.defra.gov.uk/public-health/pm25.html

[1] https://www.lancashire.gov.uk/media/899614/final-lancaster-highways-and-transport-master-plan.pdf

7. **Pedestrianisation of the Prom.**
   Pedestrianisation is fundamental to Eden Project North's transport plan, as it results in cleaner air, increased physical activity, more time spent outside and reduced noise pollution. Optimising the use of car parks in the town centre, public transport and walking/cycling means the beautiful landscapes of Morecambe will be able to be much better appreciated by locals and tourists alike, as the heavy traffic on Marine Road Central will be significantly reduced. This means the town will not be cut off from the promenade, and people will have better opportunities to walk and cycle. It also will increase safety from a traffic perspective, as well as safety in terms of 'eyes on the street'.

8. **The journey should be joyful.**
   Eden Project North endeavours to make transport part of the overall experience. This means eliminating and reducing queues, over-crowding, over-priced tickets and introducing a sense of fun into the journey.

   The could mean that the inside and outside of trains, buses and waiting areas are decorated in unexpected ways, and that the method of transport encourages users to engage with Eden Project North's core ideas from before the point of arrival.

9. **Visitors that make a special effort to travel to the destination sustainably will be rewarded by reduced entry prices and other incentives.**
   Eden Project North believes that effort on the public's part should be recognised and rewarded by the venue. Eden Project in Cornwall operates a Green Travel Plan £5 off scheme for visitors arriving either by public transport or on foot or by bike, which has proved popular and effective. https://www.edenproject.com/visit/before-you-visit/directions/by-bus-or-train#greentravel

   An emphasis on sustainability and natural choices will also be applied to the site directly, by transforming the redundant grey spaces (such as disused road) into lawns and wildflower areas.

10. **Eden Project North's transport vision extends as far as the perimeter of the project site, but aims to be flexible enough to allow for collaboration in parallel with neighbouring infrastructure.**

Appendix D

SEASONAL CALENDAR AND BOOKING SYSTEM

Public

EDEN PROJECT NORTH - SEASONAL CALENDAR

January

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1*	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Feburary

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

March

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19*	20	21
22*	23	24	25	26	27	28
29	30					

May

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6*	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27*	28	29	30	31		

June

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26*	27	28	29	30	31	

September

Mon	Tue	Wed	Thu	Fri	Sat	Sun
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						/ 1

October

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December

Mon	Tue	Wed	Thu	Fri	Sat	Sun
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25*	26*	27	28	29
30	31					/ 1

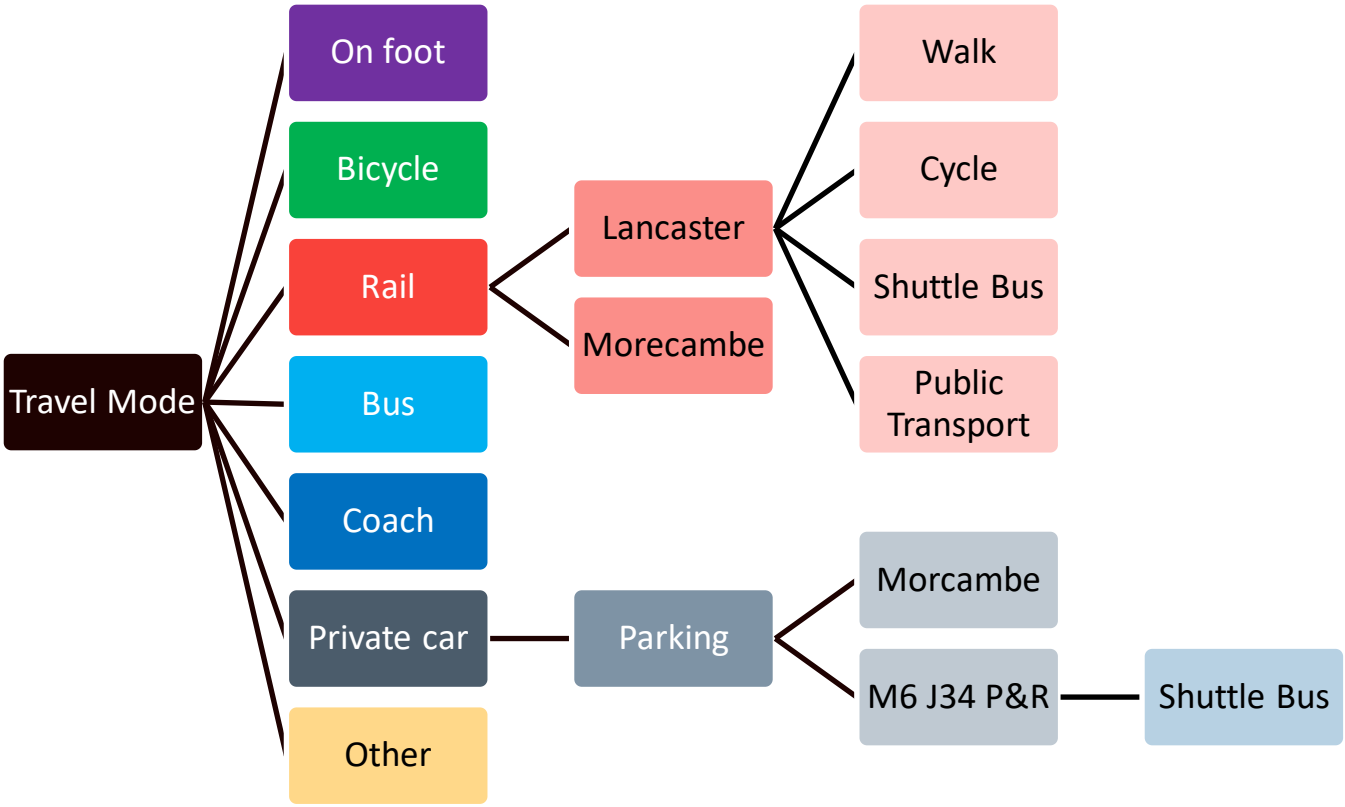
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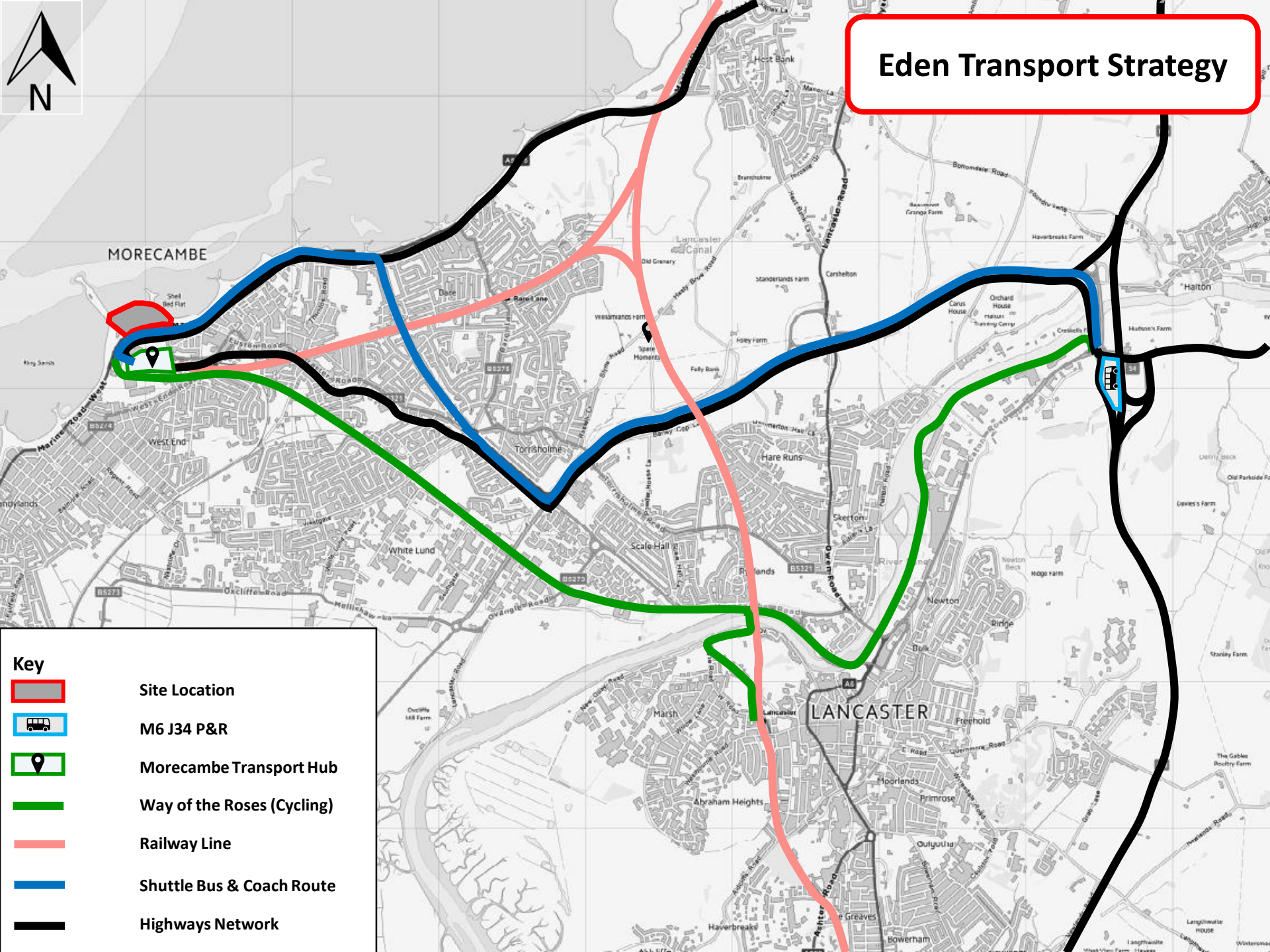
1) Typical calendar showing predicted peak, inter peak and off peak days.
2) Based (to certain extent) on existing visitor numbers to Eden Cornwall.

Key:

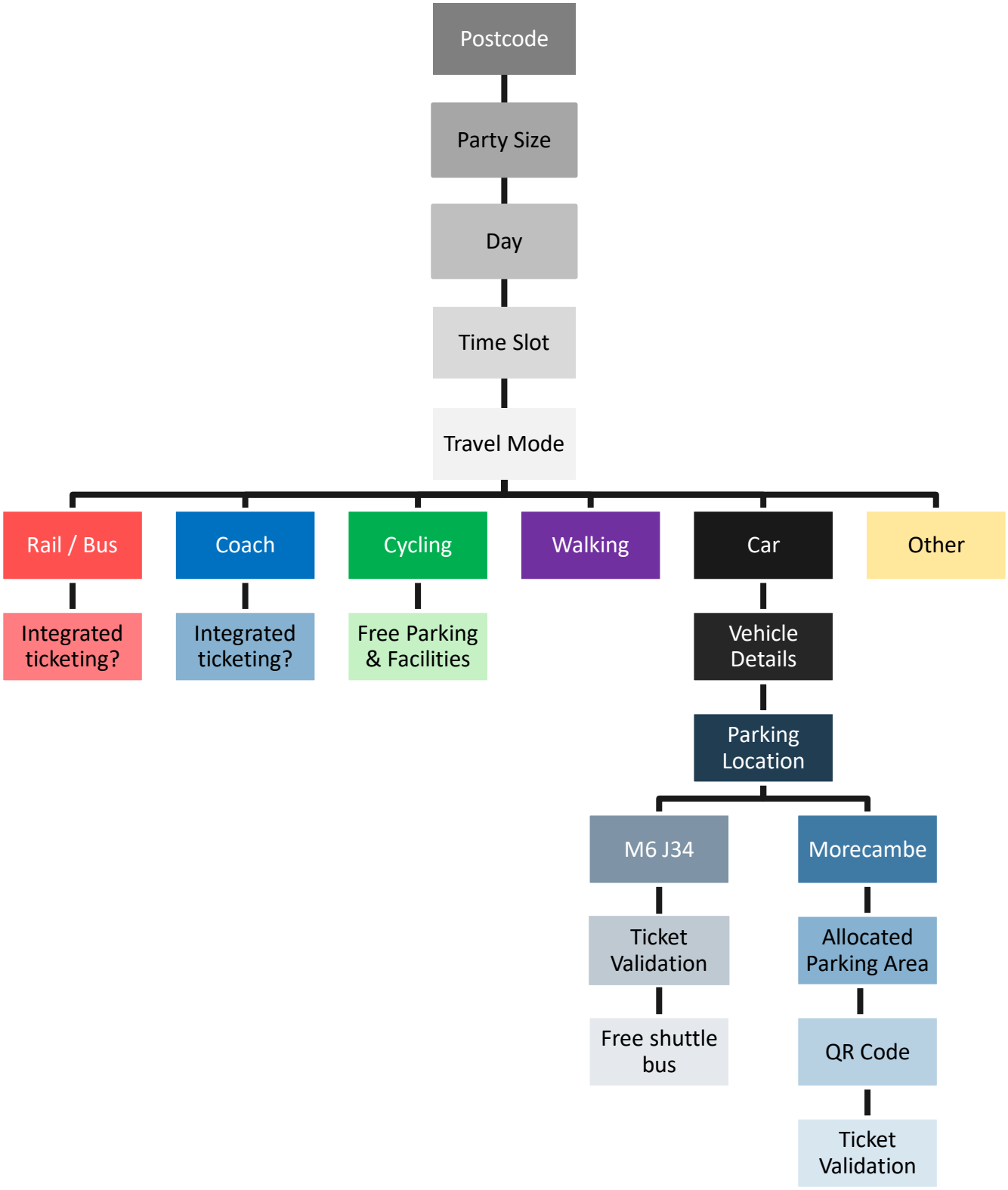
25*	BANK HOLIDAY
25	SCHOOL HOLIDAYS
25	PEAK DAY
25	INTER PEAK DAY
25	OFF PEAK DAY

MULTI-MODAL STRATEGY, TRAVEL METHODS




Eden Transport Strategy
N
MORECAMBE
West End
Torrisholme
White Lund
Hare Runs
Scale Hall
Skerton
Halton
Newton
Ridge
LANCASTER
Marsh
Freehold
Moorlands
Primrose
Abraham Heights
Bowerham
Haverbreaks
Key
Site Location
M6 J34 P&R
Morecambe Transport Hub
Way of the Roses (Cycling)
Railway Line
Shuttle Bus & Coach Route
Highways Network

BOOKING SYSTEM FLOWCHART



Appendix E

GIS ACCESSIBILITY ISOCHRONES

Public

Walk Speed: 4.8kph

- 0 to 5 Minutes (0 - 400 Metres)
- 5 to 10 Minutes (400 - 800 Metres)
- 10 to 15 Minutes (800 - 1200 Metres)
- 15 to 20 Minutes (1200 - 1600 Metres)
- 20 to 25 Minutes (1600 - 2000 Metres)
- 25 to 30 Minutes (2000 - 2400 Metres)
- Core Site Boundary

MORECAMBE

Shell Bed Flat

Ring Sands

Old Skear

A589

Marine Road Central

Marine Road East

Lord Street

Thornton Road

Bare Lane

Bare

South Road

Euston Road

Morecambe

Lancaster Road

Broadway

Half Dr

B52

West End Road

B5274

Marine Road West

West End

Regent Road

Balmoral Road

Fairfield Road

Sandylands

Sham Road

Westgate

White Lund Road

Whi

Westcliffe Drive

Oxcliffe Road

B5273

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0 0.25 0.5 Kilometers

wsp

TITLE:

Eden Project North

FIGURE No:

Eden Project North
Walking Isochrone Plan

Cycle Speed: 16kph

- 0 to 5 Minutes (0 - 1333 Metres)
- 5 to 10 Minutes (1333 - 2667 Metres)
- 10 to 15 Minutes (2667 - 4000 Metres)
- 15 to 20 Minutes (4000 - 5333 Metres)
- 20 to 25 Minutes (5333 - 6667 Metres)
- 25 to 30 Minutes (6667 - 8000 Metres)
- Core Site Boundary

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0 0.85 1.7 Kilometers

wsp

TITLE:

Eden Project North

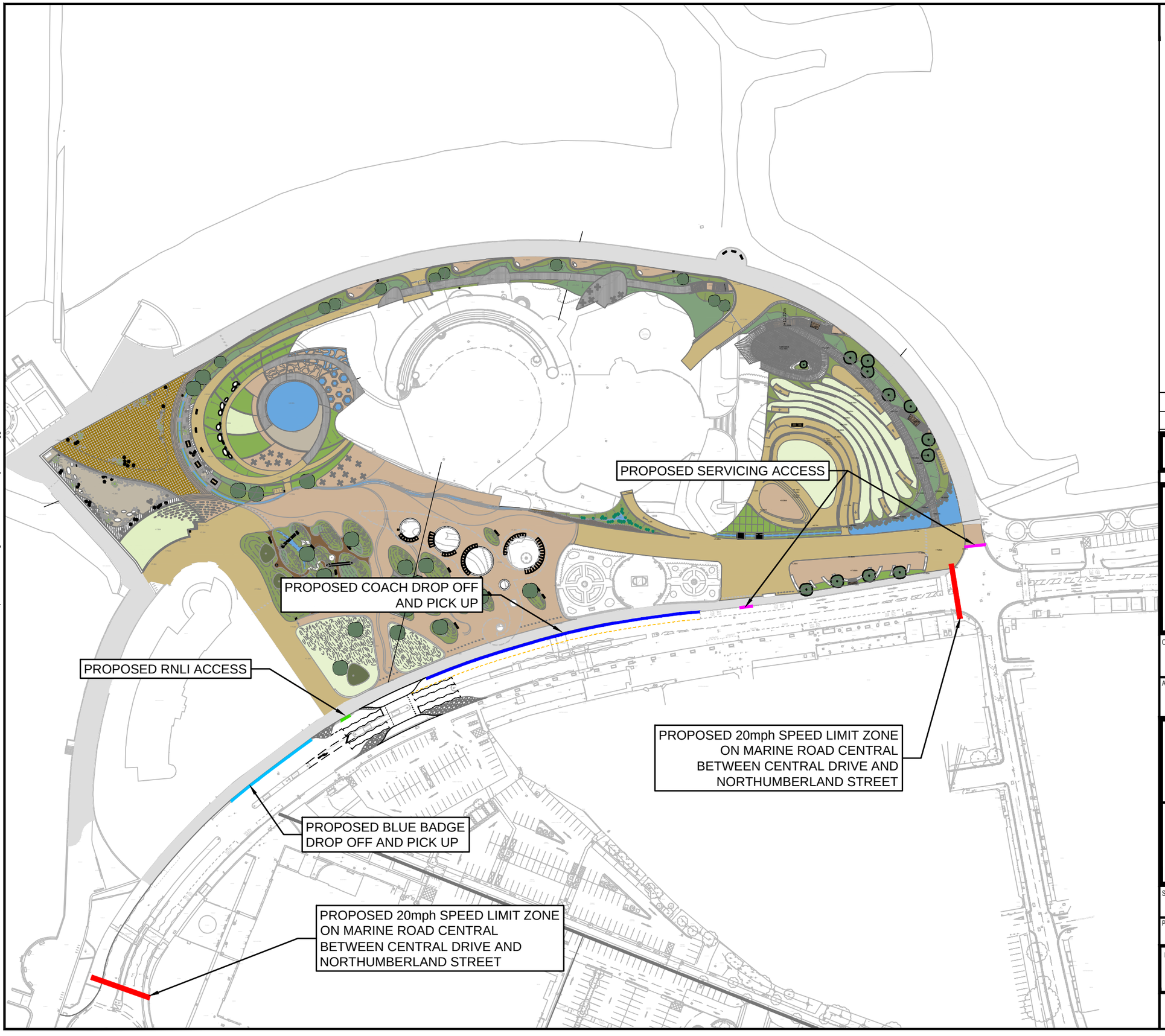
FIGURE No:

Eden Project North
Cycling Isochrone Plan

Appendix F

ACTIVE TRAVEL STRATEGY PLANS

Public



DO NOT SCALE

Key:

- PROPOSED SERVICING ACCESS POINTS
- PROPOSED COACH DROP OFF & PICK UP
- PROPOSED BLUE BADGE DROP OFF & PICK
- PROPOSED RNLI ACCESS
- PROPOSED 20mph SPEED LIMIT ZONE

REV	DATE	BY	DESCRIPTION	CHK	APP
A	10/08/2021	APF	FIRST ISSUE	APF	APF

DRAWING STATUS: S2 - FOR INFORMATION

8 First Street, Manchester, M15 4GU, UK
T+ 44 (0) 161 200 5000
wsp.com

CLIENT: EDEN PROJECT INTERNATIONAL

ARCHITECT: GRIMSHAW / TEP

PROJECT: EDEN PROJECT NORTH

TITLE: TRO PROPOSALS

SCALE @ A3:	CHECKED:	APPROVED:
1:1,500	APF	APF

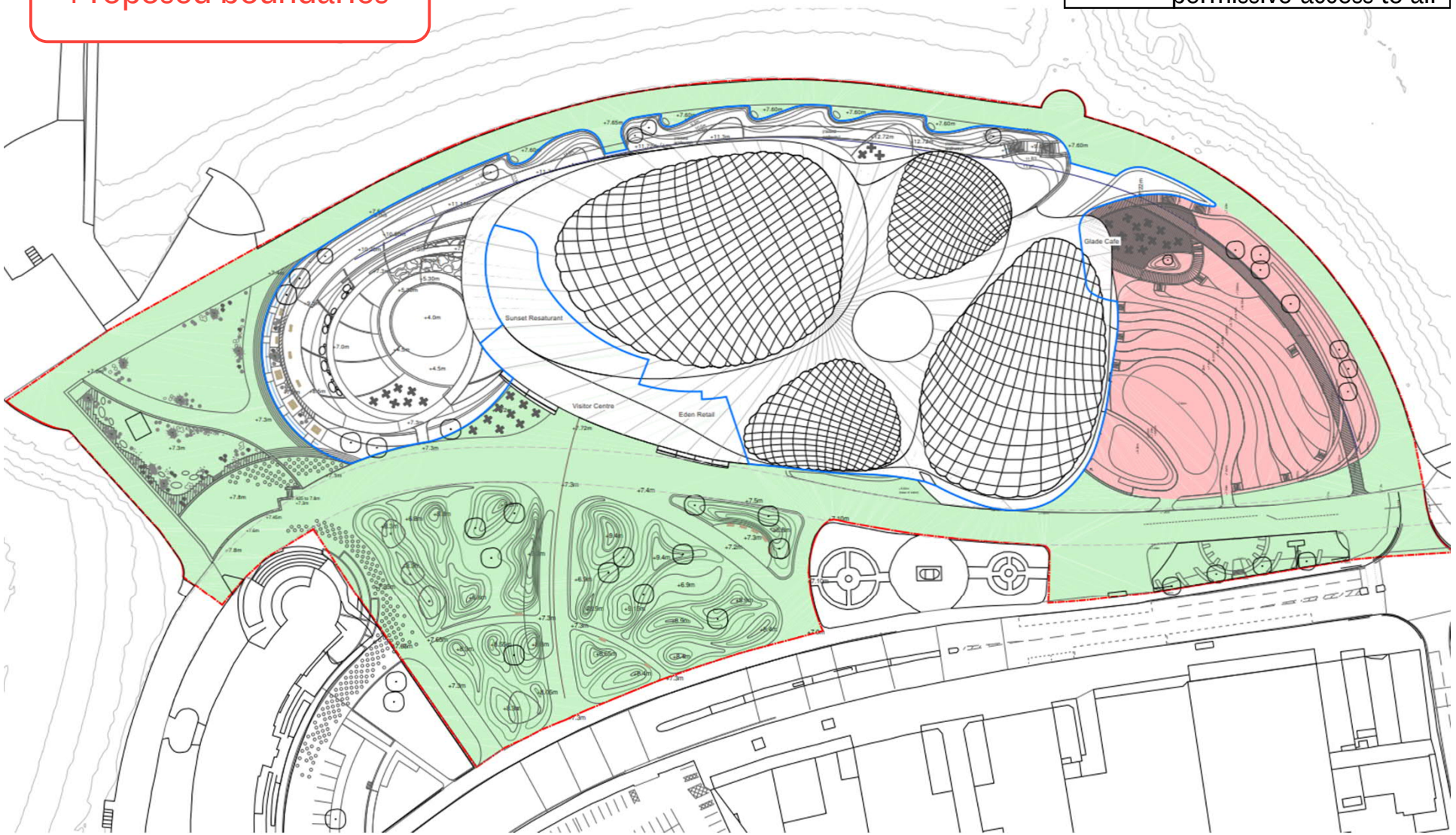
PROJECT No:	DESIGNED:	DRAWN:	DATE:
70083611	APF	APF	July 21

DRAWING No: 3611-SK-102 REV: A

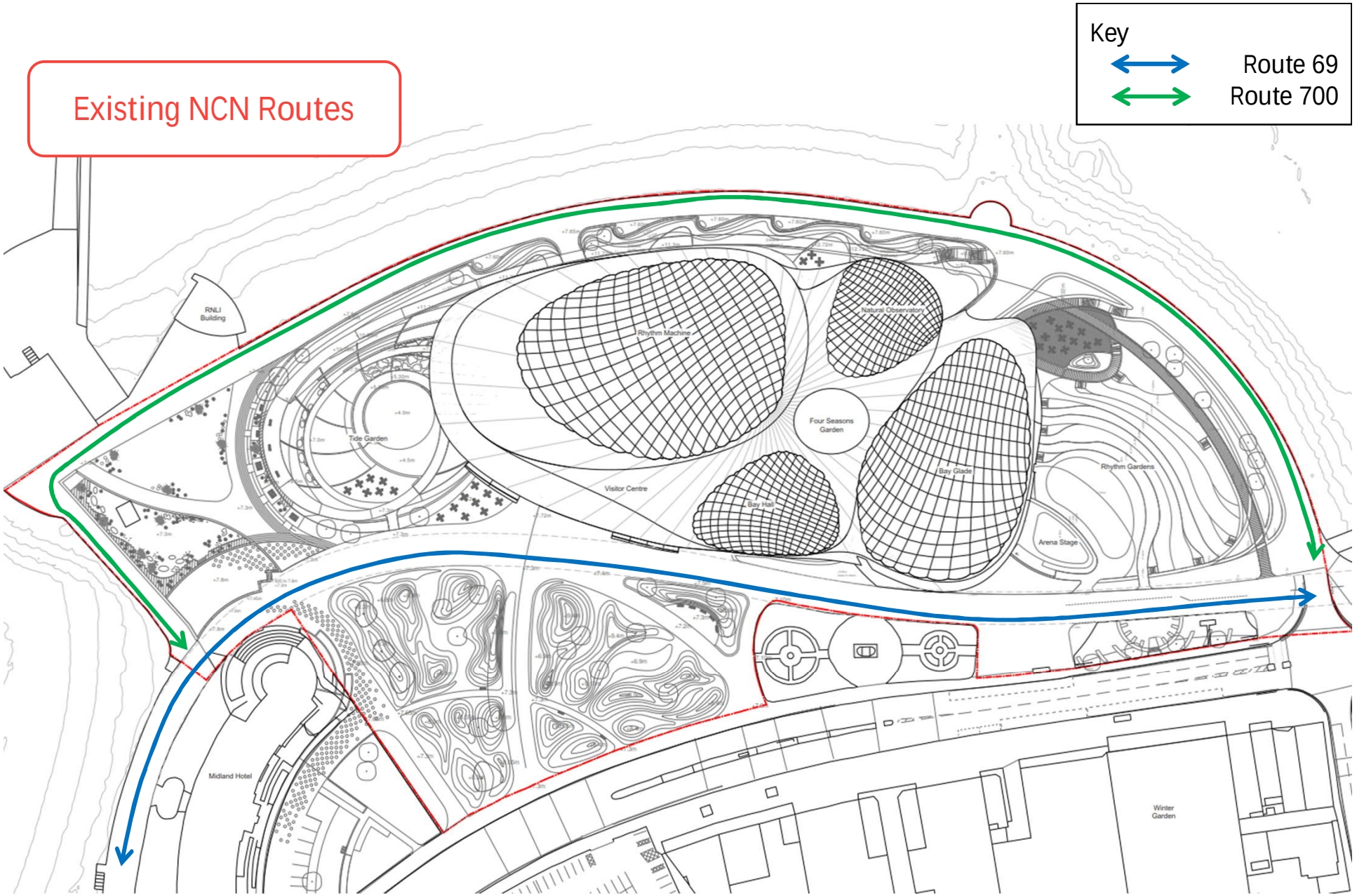
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Proposed boundaries



Existing NCN Routes



Proposed NCN Route

Key

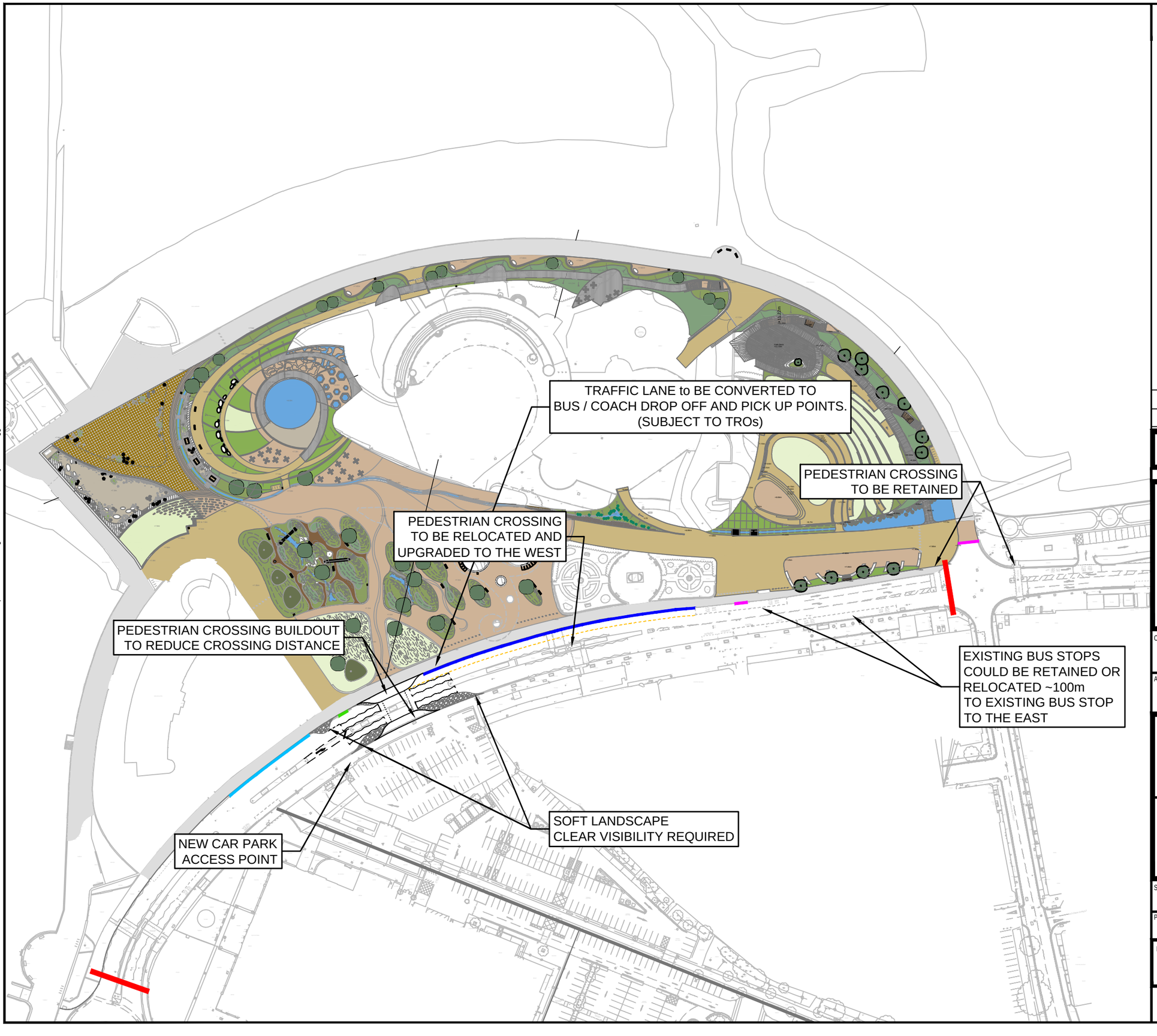
Proposed Route 700



Appendix G

VISITOR GROUPS STRATEGY PLANS

Public



DO NOT SCALE

Key:

- PROPOSED SERVICING ACCESS POINTS
- PROPOSED COACH DROP OFF & PICK UP
- PROPOSED BLUE BADGE DROP OFF & PICK
- PROPOSED RNLI ACCESS
- PROPOSED 20mph SPEED LIMIT ZONE

REV	DATE	BY	DESCRIPTION	CHK	APP
A	10/08/2021	APF	FIRST ISSUE	APF	APF

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T+ 44 (0) 161 200 5000
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CLIENT: EDEN PROJECT INTERNATIONAL

ARCHITECT: GRIMSHAW / TEP

PROJECT: EDEN PROJECT NORTH

TITLE: MARINE ROAD CENTRAL
PROPOSED OFF SITE HIGHWAYS WORKS

SCALE @ A3:	CHECKED:		APPROVED:
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70083611	APF	APF	July 21

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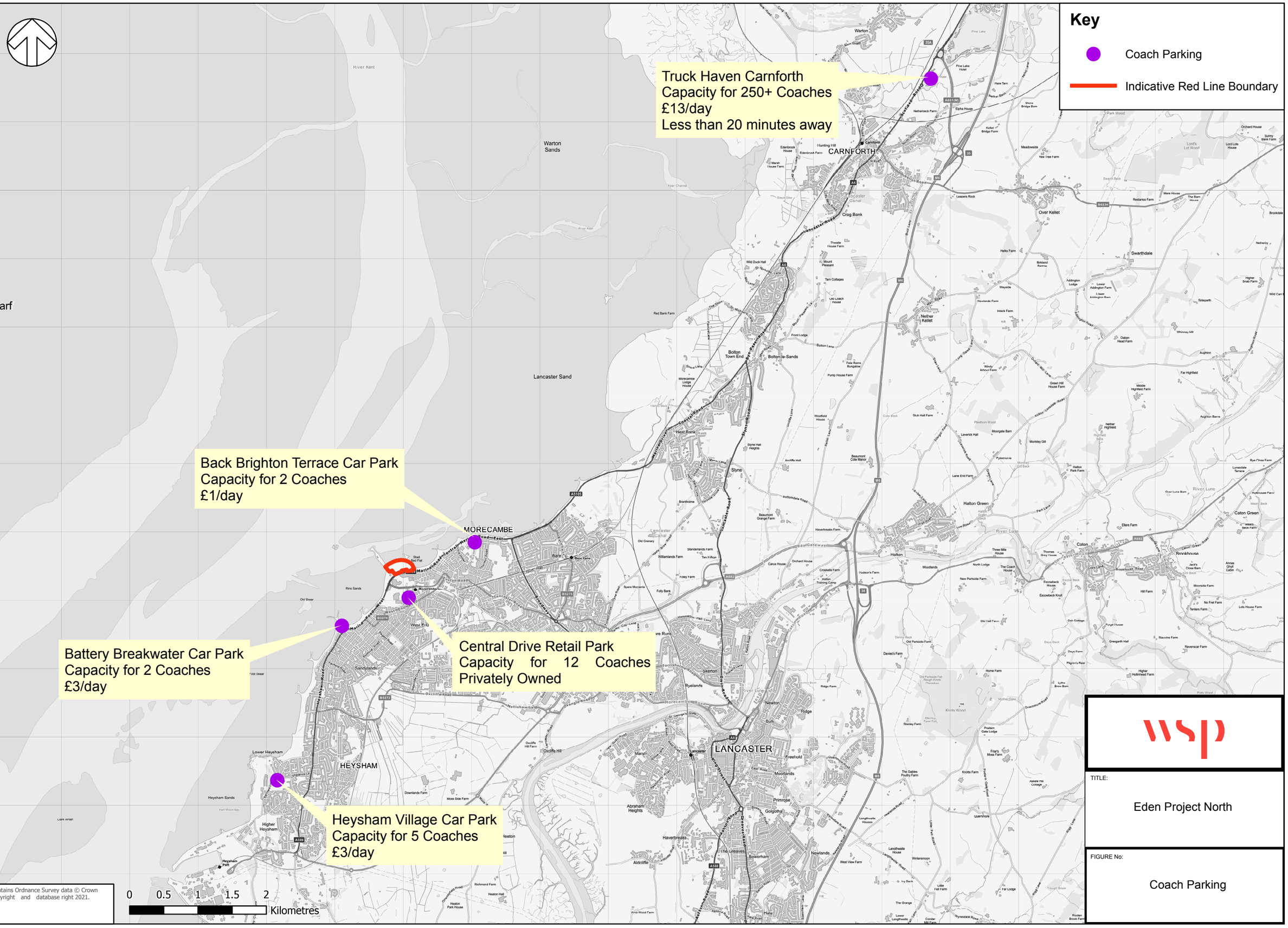
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TITLE:

Eden Project North

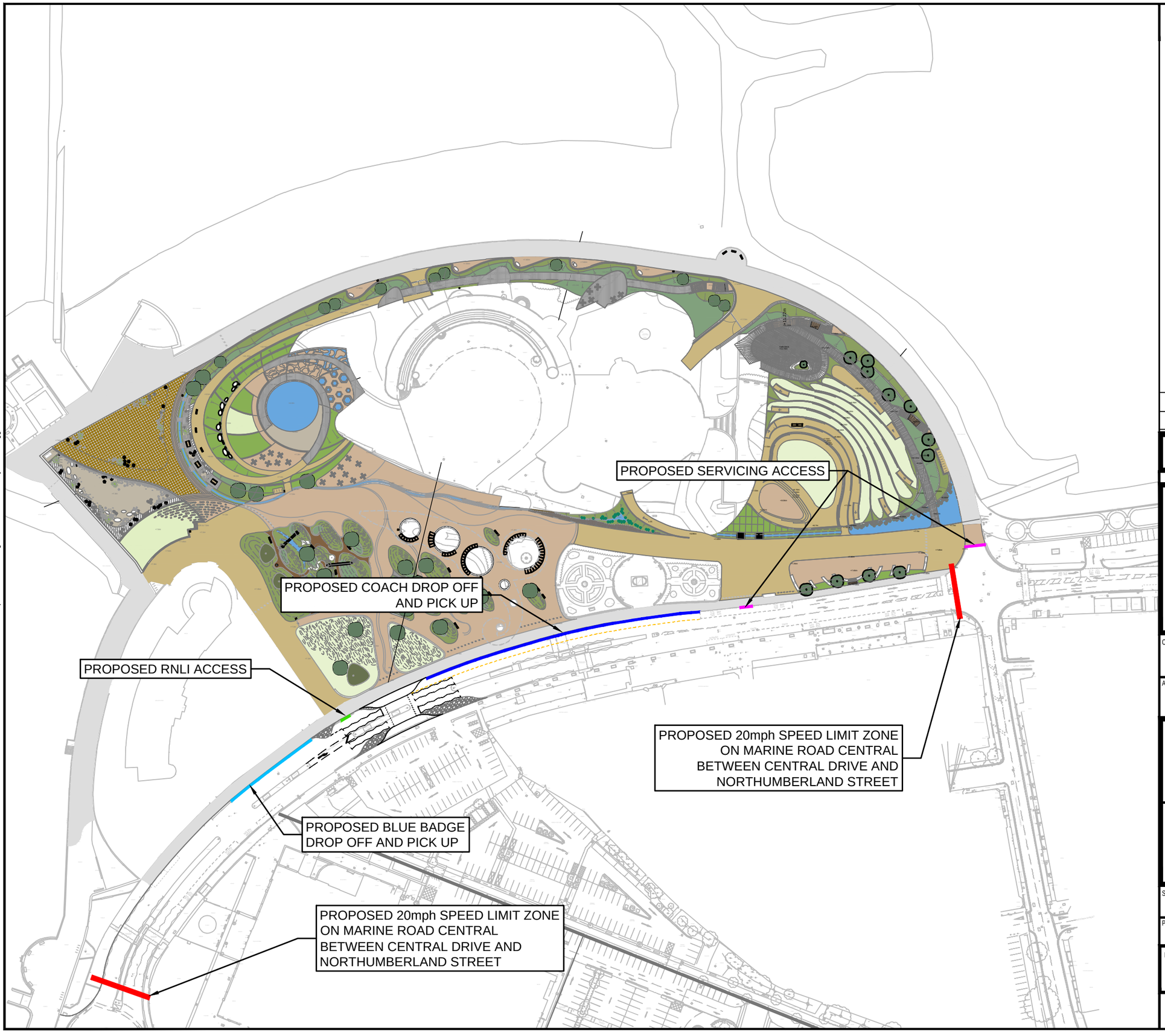
FIGURE No:

Coach Parking

Appendix H

TRO PLANS

Public



DO NOT SCALE

Key:

- PROPOSED SERVICING ACCESS POINTS
- PROPOSED COACH DROP OFF & PICK UP
- PROPOSED BLUE BADGE DROP OFF & PICK
- PROPOSED RNLI ACCESS
- PROPOSED 20mph SPEED LIMIT ZONE

REV	DATE	BY	DESCRIPTION	CHK	APP
A	10/08/2021	APF	FIRST ISSUE	APF	APF

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CLIENT: EDEN PROJECT INTERNATIONAL

ARCHITECT: GRIMSHAW / TEP

PROJECT: EDEN PROJECT NORTH

TITLE: TRO PROPOSALS

SCALE @ A3:	CHECKED:	APPROVED:
1:1,500	APF	APF

PROJECT No:	DESIGNED:	DRAWN:	DATE:
70083611	APF	APF	July 21

DRAWING No: 3611-SK-102 REV: A

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DO NOT SCALE

Key:

- DOUBLE YELLOW LINES
- BUS STOP
- BUS LAYOVER BAY
- TAXI PARKING BAY
- DISABLED PARKING BAY

REV	DATE	BY	DESCRIPTION	CHK	APP
A	21/07/2021	APF	FIRST ISSUE	APF	APF

DRAWING STATUS:
S2 - FOR INFORMATION

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8 First Street, Manchester, M15 4GU, UK
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CLIENT:
EDEN PROJECT INTERNATIONAL

ARCHITECT:
GRIMSHAW / TEP

PROJECT:
EDEN PROJECT NORTH

TITLE:
EXISTINGS TROs

SCALE @ A3:	CHECKED:		APPROVED:
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70083611	APF	HJ	July 21

DRAWING No:	REV:
3611-SK-104	A

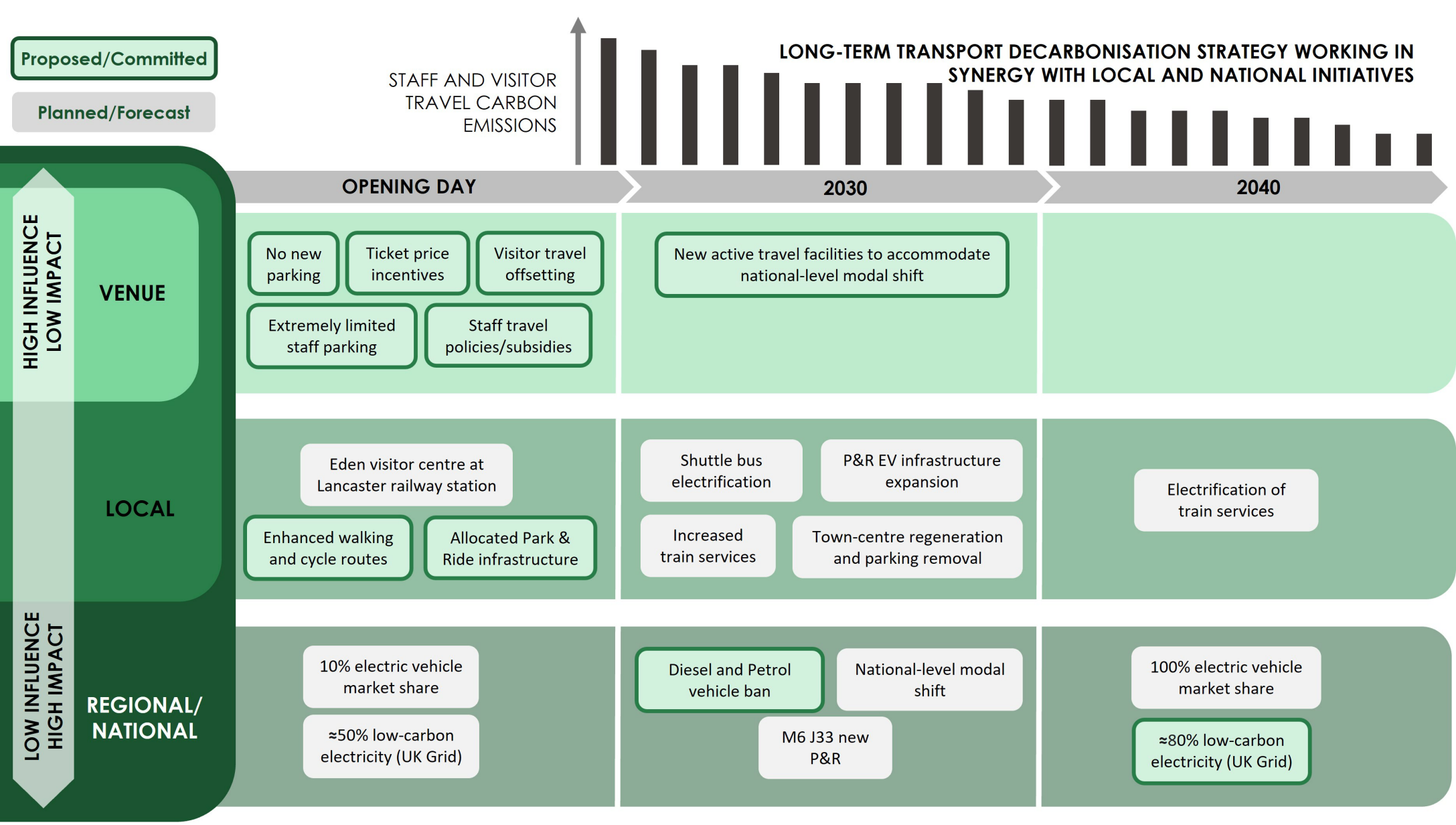
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Appendix I

NET ZERO STRATEGY

Public


Proposed/Committed
Planned/Forecast
STAFF AND VISITOR TRAVEL CARBON EMISSIONS
LONG-TERM TRANSPORT DECARBONISATION STRATEGY WORKING IN SYNERGY WITH LOCAL AND NATIONAL INITIATIVES
HIGH INFLUENCE LOW IMPACT
LOW INFLUENCE HIGH IMPACT
OPENING DAY
2030
2040
VENUE
LOCAL
REGIONAL/ NATIONAL
No new parking
Ticket price incentives
Visitor travel offsetting
Extremely limited staff parking
Staff travel policies/subsidies
New active travel facilities to accommodate national-level modal shift
Eden visitor centre at Lancaster railway station
Enhanced walking and cycle routes
Allocated Park & Ride infrastructure
Shuttle bus electrification
P&R EV infrastructure expansion
Increased train services
Town-centre regeneration and parking removal
Electrification of train services
10% electric vehicle market share
≈50% low-carbon electricity (UK Grid)
Diesel and Petrol vehicle ban
National-level modal shift
M6 J33 new P&R
100% electric vehicle market share
≈80% low-carbon electricity (UK Grid)

Carbon Consult Ltd
Camerton Inn
28 Meadgate
Camerton
Bath
BA2 0NW

21 June 2021

For the attention of Fleur Baguley,

Eden Project North - BREEAM TRA01

I confirm that a Travel Plan has been developed as part of the feasibility and design stages. This has been site specific and structured to meet the needs of this site.

The Travel Plan has included the necessary information for BREEAM including the following:

a) Existing travel patterns and opinions of existing building or site users towards cycling and walking so that constraints and opportunities can be identified;

b) Travel patterns and transport impact of future building users;

c) Current local environment for walkers and cyclists (accounting for visitors who may be accompanied by young children);

d) Reporting of the number and type of existing accessible amenities within 500m of the site;

e) Disabled access (accounting for varying levels of disability and visual impairment);

f) Calculation of the existing public transport Accessibility Index (AI); and

g) Current facilities for cyclists.

The Travel Plan includes proposals to increase or improve sustainable modes of transport and movement of people and goods during the building's operation and use.

I confirm that the occupier is known and has been involved in the development of the Travel Plan as evident in the emails attached.

8 First Street
Manchester
M15 4RP
Tel: +44 161 200 5000
wsp.com

WSP UK Limited | Registered address: WSP House, 70 Chancery Lane, London WC2A 1AF
Registered in England and Wales No. 01383511

I confirm that the Travel Plan will be implemented post construction and supported by the building's management during building operation.

Following amenities are within the proximity of the site:

- Appropriate food outlet;
- Access to cash;
- Access to an outdoor open spaces (public and private, suitably sized and accessible to building users);
- Access to a recreation or leisure facility for fitness or sports;
- Publicly available postal facility; and
- Over the counter services associated with a pharmacy.

As a minimum, the following measures have been considered as part of the Travel Plan for development:

- Provision of a dedicated service, such as a bus route or service (Tra 02 Sustainable transport measures: option 2)
- Provision of a public transport information system in a publicly accessible area (Tra 02 Sustainable transport measures: option 3)
- Provision of electric recharging stations (Tra 02 Sustainable transport measures: option 4)
- Provision of parking priority spaces for car sharers (Tra 02 Sustainable transport measures: option 5)
- Consultation with the local authority on the state of the local cycling network and on improvements (Tra 02 Sustainable transport measures: option 6)
- Provision of dedicated and convenient cycle storage (Tra 02 Sustainable transport measures: option 7)
- Provision of cyclists' facilities (Tra 02 Sustainable transport measures: option 8)
- Lighting, landscaping and shelter to create pleasant pedestrian and public transport waiting areas
- Restrictions or charging for car parking
- Pedestrian and cyclist friendly (for all types of user regardless of the level of mobility or visual impairment) with the provision of cycle lanes, safe crossing points, direct routes, appropriate tactile surfaces, good lighting and signposting to other amenities, public transport nodes and adjoining off-site pedestrian and cycle routes
- Provision of suitable taxi drop-off or waiting areas

A copy of the Transport Assessment, Travel Plan, calculations, transport timetables, meeting minutes, drawing, plans etc are provided to support the above.

Yours sincerely,

Alberto Poltz Faggiani
Consultant – Transport Planning
WSP

The following information is required for BREEAM assessments where the team is, or will be, required to meet the requirements of Tra 02: Sustainable transport measures.

Please complete this proforma document as follows;

1. Read the requirements on the following page and complete as appropriate.
2. Complete and sign the declaration below.
3. Provide additional evidence to confirm commitments made in the table.

Confirmation of credit criteria compliance

We hereby confirm that the following demonstrates our commitment under BREEAM credit Tra 02: Sustainable transport measures.

Project name: Eden Project North

Date: 21/06/2021

Name: Alberto Poltz Faggiani

Position: Transport Planner

Signature:

Company: WSP

Note: This form must be completed by the client or by a designated representative working on their behalf (eg client's agent or project manager) and returned to the BREEAM assessor in PDF format.

Where a commitment is made at the Design Stage regarding this credit responsibility for complying with the credit requirements must be formally transferred to the contractor in order that it is also achieved at Post Construction Stage.

Credit 1: Project sustainable transport measures points:

Assessment Option	Public Transport Measures	Applicable Building Types	Yes/No
1	The existing AI calculated in Tra 01 achieves the following: ≥ 4 for prison or MOD sites, rural location sensitive buildings, and other building group 3 ≥ 8 for all other building types	All	*Yes (14.6)* *1 point*
2	Demonstrate an increase over the existing Accessibility Index through negotiation with local bus, train or tram companies to increase the frequency of the local service provision for the development; OR	All	-
	Demonstrate an increase over the existing Accessibility Index. This could be through provision of a diverted bus route, a new or enhanced bus stop, or other similar solutions. OR		-
	Provide a dedicated service, such as a bus route or service.	All	*Yes* *3 points*
3	Provide a public transport information system in a publicly accessible area, to allow building users access to up-to-date information on the available public transport and transport infrastructure. This may include signposting to public transport, cycling, walking infrastructure or local amenities.	All	*Yes* *1 point*
Assessment Option	**Private Transport Measures**	**Applicable Building Types**	**Yes/No**
4	Provide electric recharging stations of a minimum of 3kw for at least 10% of the total car parking capacity for the development.	All	No
5	Set up a car sharing group or facility to facilitate and encourage building users to car share. Raise awareness of the sharing scheme with marketing and communication materials. Provide priority spaces for car sharers for at least 5% of the total car parking capacity for the development. Locate priority parking spaces nearest the development entrance used by the sharing scheme participants.	All	Yes 1 point
Assessment Option	**Active Travel Measures**	**Applicable Building Types**	**Yes/No**

Assessment Option	Public Transport Measures	Applicable Building Types	Yes/No
6	During preparation of the brief, the design team consults with the local authority (LA) on the state of the local cycling network and public accessible pedestrian routes, to focus on whichever the LA deems most relevant to the project, and how to improve it. Agree and implement one proposition chosen with the local authority. The proposition supported by the development is additional to existing local plans and has a significant impact on the local cycling network or on pedestrian routes open to the public.	All	Yes 2 points
7	Install compliant cycle storage spaces to meet the minimum levels set out in Table 7.5.	All	Yes 1 point
8	Option 7 has been achieved. Provide at least two compliant cyclists' facilities for the building users, (including pupils where appropriate to the building type) – see Definitions for the scope of each compliant facility: • Showers • Changing facilities • Lockers • Drying spaces.	All	Yes 1 point
9	Existing amenities: At least three existing accessible amenities are present, see Table 7.6, where relevant for a Building Group.	All	Yes 1 point
10	Enhanced amenities: Ensure a minimum of one new accessible amenity, in accordance with Table 7.6, for the relevant Building Group, is provided. OR		Yes 2 points
	Ensure more than one new accessible amenity, in accordance with Table 7.6 for the relevant Building Group, is provided.		No 3 points
11	Implement one site-specific improvement measure, not covered by the options already listed in this issue, in line with the recommendations of the travel plan. Submit these for review by BRE.	All	No



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